

## PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 14-20, 1987

PROGRAM NAME DAY TIME DUR NET NO. OF #STNS CVG% TYPE T/C										K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
													TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN						
											AVG. AUD. %	SH %	AVG. AUD. 0,000	PERS	WOMEN	18-49	18- W/CH	18- 34	18- 49	25- 54	35- 64	55+	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	12- 17	FEM. 12- 17	TOT. 2- 11	TOT. 6- 11			
											(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	TOTAL	17	17	11	11				
EVENING																																			
A YEAR IN THE LIFE											A	15.3	25	1356	1539	349	307	129	921	374	574	487	366	302	387	158	245	240	153	119	101	72	129	83	
WED 9.00P 60 NBC 1											B	15.3	25	1356	1539	349	307	129	921	374	574	487	366	302	387	158	245	240	153	119	101	72	129	83	
202 96 GD 1											C	15.3	25	1356	1539	349	307	129	921	374	574	487	366	302	387	158	245	240	153	119	101	72	129	83	
9.00 - 9.30											A	15.5	25	1373	1562	346	306	130	913	371	565	470	360	305	388	152	237	237	156	128	107	75	154	100	
9.30 - 10.00											A	15.1	25	1338	1514	352	308	128	929	378	584	504	371	299	387	165	253	243	151	110	95	69	104	65	
ABC BUSINESS BRIEF-MON											A	9.3	15	824	1834	277	232	63^	671	235	398	365	278	234	742	274	485	433	353	219	162	92	258	144	
MON 8.28P 1 ABC 1											B	9.3	15	824	1834	277	232	63^	671	235	398	365	278	234	742	274	485	433	353	219	162	92	258	144	
178 90 N 1											C	9.3	15	824	1834	277	232	63^	671	235	398	365	278	234	742	274	485	433	353	219	162	92	258	144	
ABC NEWSBRIEF-MON											A	13.9	22	1232	1683	206	179	52	536	208	352	329	258	154	866	324	554	530	418	247	118	38^	163	79	
MON 8.58P 1 ABC 1											B	13.9	22	1232	1683	206	179	52	536	208	352	329	258	154	866	324	554	530	418	247	118	38^	163	79	
172 86 N 1											C	13.9	22	1232	1683	206	179	52	536	208	352	329	258	154	866	324	554	530	418	247	118	38^	163	79	
ABC NEWSBRIEF-TUE											A	13.0	21	1152	1708	381	329	150	852	413	607	515	336	195	535	238	384	331	224	122	148	81	173	112	
TUE 9.58P 1 ABC 3											B	11.8	20	1043	1600	363	313	117	799	378	569	471	321	181	479	235	352	293	185	104	175	104	147	100	
177 84 N 3											C	11.8	20	1043	1600	363	313	117	799	378	569	471	321	181	479	235	352	293	185	104	175	104	147	100	
ABC NEWSBRIEF-THU											A	10.0	17	886	1704	371	293	95	848	371	583	471	367	219	543	242	402	357	228	106	166	112	147	109	
THU 9.58P 1 ABC 3											B	7.9	14	703	1603	279	203	67	772	256	416	370	354	302	617	219	369	341	282	205	103	68	111	80	
179 82 N 3											C	7.9	14	703	1603	279	203	67	772	256	416	370	354	302	617	219	369	341	282	205	103	68	111	80	
ABC NEWSBRIEF-FRI											A	6.2	12	549	1548	248	160	70^	794	200	415	421	373	305	555	203	326	274	221	175	82^	38^	116	81^	
FRI 9.58P 1 ABC 3											B	6.5	13	573	1566	301	232	102	757	267	437	432	317	257	468	164	291	285	226	130	140	72	203	141	
171 83 N 3											C	6.5	13	573	1566	301	232	102	757	267	437	432	317	257	468	164	291	285	226	130	140	72	203	141	
ABC NEWSBRIEF-SAT											A	4.4	8	390	1640	258	239	37^	566	168	347	411	308	140^	680	280	502	434	329	137^	170	78^	225	157^	
SAT 8.52P 1 ABC 3											B	4.4	8	390	1678	279	227	54^	694	222	392	353	320	263	586	237	404	380	269	132	176	104	222	164	
175 89 N 3											C	4.4	8	390	1678	279	227	54^	694	222	392	353	320	263	586	237	404	380	269	132	176	104	222	164	
ABC NEWSBRIEF-SUN											A	12.0	19	1063	1709	306	264	87	793	233	484	479	417	244	615	187	386	386	323	174	146	82	155	99	
SUN 10.01P 1 ABC 3											B	10.4	18	924	1716	347	272	79	830	259	498	482	426	263	597	194	367	376	309	156	128	88	161	92	
178 89 N 3											C	10.4	18	924	1716	347	272	79	830	259	498	482	426	263	597	194	367	376	309	156	128	88	161	92	
ABC SATURDAY NIGHT MOVIE											A	4.8	9	425	1519	338	264	66^	635	111^	355	422	441	194	622	231	368	357	315	177	108^	39^	154	73^	
SAT 9.30P 1 ABC 2											B	6.9	13	608	1761	326	278	80	657	252	456	402	328	161	565	239	397	359	269	127	222	133	317	212	
179 93 FF 2											C	6.9	13	608	1761	326	278	80	657	252	456	402	328	161	565	239	397	359	269	127	222	133	317	212	
DESPERATE											A	4.1	8	363	1592	263	215	61^	613	144^	369	412	379	182	601	273	380	349	250	167^	166^	71^	212	114^	
9.30 - 10.00											A	4.8	9	425	1482	383	285	68^	644	94^	336	421	465	206	623	221	360	342	317	184	87^	26^	128^	61^	
10.00 - 10.30											A	5.5	11	487	1497	354	282	69^	644	103^	361	431	468	192	635	210	366	375	362	177	84^	26^	134	52^	
10.30 - 11.00											A	3.7	7	328	1374	334	255	44^	633	100^	340	418	456	199	558	224	311	290	263	182^	87^	20^	96^	63^	
ABC SPORTS UPDATE-SAT											B	5.3	10	473	1753	331	281	69^	736	254	473	447	364	217	564	212	363	351	280	152	174	92	278	188	
SAT 9.57P 1 ABC 3											C	5.3	10	473	1753	331	281	69^	736	254	473	447	364	217	564	212	363	351	280	152	174	92	278	188	
167 87 SN 3											A	7.2	11	638	1696	311	268	78^	746	283	499	442	342	207	651	219	479	433	330	148	102	36^	197	120	
ABC SPORTS UPDATE-SUN CONT'D																																			

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

## PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 14-20, 1987

PROGRAM NAME  DAY      TIME      DUR      NET      NO. #STNS    CVG%    TYPE    T/C										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
											AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING				W O M E N					M E N					T E E N S		C H I L D R E N		
														PERS	WOMEN	LOH 18-49	18- W/CH	18- 34	18- 49	25- 54	35- 64	55+	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	FEM.	TOT.	TOT.	
													(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11
EVENING CONT'D																																
ABC SPORTS UPDATE-SUN-CONT'D																																
SUN	8.58P	1	ABC	3	B	7.1	12	629	1730	350	280	91	812	285	500	436	380	265	585	229	399	352	283	150	113	51^	220	125				
	186	90	SN	3	C	7.1	12	629	1730	350	280	91	812	285	500	436	380	265	585	229	399	352	283	150	113	51^	220	125				
ABC SUNDAY NIGHT MOVIE(R)																																
SUN	9.00P	146	ABC	2	A	11.9	20	1054	1685	294	253	99	780	252	494	471	396	238	625	206	381	382	303	191	147	78	133	90				
	179	94	FF	2	B	10.9	20	962	1713	335	271	91	813	284	512	476	390	245	594	215	378	356	281	165	144	86	161	97				
					C	10.9	20	962	1713	335	271	91	813	284	512	476	390	245	594	215	378	356	281	165	144	86	161	97				
BEST LITTLE WHOREHOUSE IN TEXAS																																
	9.00 - 9.30				A	10.8	17	957	1707	317	280	104	779	295	510	467	353	222	615	229	413	378	287	169	171	90	143	94				
	9.30 - 10.00				A	12.8	20	1134	1702	305	262	98	775	243	476	458	391	249	624	193	366	364	300	214	158	84	145	102				
	10.00 - 10.30				A	12.3	20	1090	1654	281	242	96	763	235	488	469	403	225	607	200	366	378	294	181	154	84	130	87				
	10.30 - 11.00				A	11.6	21	1028	1704	300	247	99	810	249	509	493	429	246	631	201	367	399	312	190	138	69	125	81				
	11.00 - 11.30				A	11.8	25	1045	1688	268	236	99	785	245	496	476	410	249	662	214	406	401	332	201	115	59^	126	86				
ABC THU. NIGHT MOVIE SPEC(S,R)																																
THU	9.00P	120	ABC		A	13.3	23	1178	1674	332	271	105	786	342	546	453	353	194	524	259	408	327	213	94	187	112	178	121				
	211	99	FF																													
MR. MOM																																
	9.00 - 9.30				A	11.8	20	1045	1740	333	290	109	773	336	556	444	343	185	497	260	386	303	175	97	224	144	248	172				
	9.30 - 10.00				A	13.1	22	1161	1691	354	294	99	805	351	560	461	351	207	515	248	394	333	209	99	193	127	178	110				
	10.00 - 10.30				A	14.5	26	1285	1682	336	268	108	797	352	560	466	362	185	541	262	428	342	236	87	182	103	162	107				
	10.30 - 11.00				A	13.9	27	1232	1583	302	235	106	762	325	506	434	351	197	532	264	414	323	224	95	152	79	136	100				
ALF(R)																																
MON	8.00P	30	NBC	3	A	14.7	25	1302	1798	303	235	104	689	307	483	424	287	160	471	235	375	297	187	84	257	138	381	238				
	196	97	CS	3	B	14.5	25	1282	1802	298	241	87	696	282	465	420	295	192	485	244	374	319	198	92	244	121	377	249				
					C	14.5	25	1282	1802	298	241	87	696	282	465	420	295	192	485	244	374	319	198	92	244	121	377	249				
BARBARA WALTERS SPECIAL(S)																																
TUE	10.00P	60	ABC		A	15.0	26	1329	1566	302	244	107	829	317	532	482	380	254	550	218	366	322	229	156	82	38^	105	67				
	211	99	CC																													
	10.00 - 10.30				A	15.9	27	1409	1597	316	259	111	829	316	550	498	388	236	551	218	370	328	240	149	100	50	118	74				
	10.30 - 11.00				A	14.1	26	1249	1531	287	227	101	828	316	512	464	370	273	549	218	363	314	217	163	63	25^	90	60				
BILL COSBY SHOW(R)																																
THU	8.00P	30	NBC	3	A	26.0	45	2304	1725	375	295	95	851	302	492	442	371	288	503	189	312	294	211	152	151	81	219	144				
	207	98	CS	3	B	23.3	42	2064	1740	361	299	97	824	302	502	450	344	264	479	199	316	291	194	126	183	109	255	162				
					C	23.3	42	2064	1740	361	299	97	824	302	502	450	344	264	479	199	316	291	194	126	183	109	255	162				
BLESSINGS OF LIBERTY(S)																																
WED	8.00P	180	ABC		A	8.2	14	727	1604	301	210	65^	762	192	392	392	398	307	600	186	345	345	289	194	90	38^	152	96				
	212	99	DN																													
	8.00 - 8.30				A	8.2	14	727	1590	325	235	77^	761	232	400	399	355	294	563	188	318	296	245	200	81^	44^	185	114				
	8.30 - 9.00				A	7.7	13	682	1624	368	263	66^	797	205	423	442	421	298	605	189	368	361	300	180	92^	44^	129	102				
	9.00 - 9.30				A	8.4	14	744	1639	294	201	57^	788	192	403	410	412	318	588	175	365	377	308	160	118	46^	146	97				
CONT'D																																

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.



## PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 14-20, 1987

PROGRAM NAME						K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
									TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN						
DAY	TIME	DUR	NET	NO. OF		AVG. AUD. %	SH %	AVG. AUD. 0,000	PERS	WOMEN	18-49																	TOT.	FEM.	TOT.	
	#STNS	CVG%	TYPE	T/C					(2+)	18+	49	<3		18-	18-	25-	35-		18-	18-	25-	35-		12-	12-	2-	6-				
													TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11			
EVENING CONT'D																															
BLESSINGS OF LIBERTY(S)-CONT'D																															
	9.30 - 10.00				A	8.4	14	744	1669	260	183	70^	770	183	384	376	395	327	613	180	340	352	304	202	108	36^	179	107			
	10.00 - 10.30				A	8.3	14	735	1589	271	183	56^	728	165	369	363	404	304	620	197	339	343	282	215	94	31^	147	85^			
	10.30 - 11.00				A	8.0	15	709	1553	300	204	63^	747	179	386	376	415	308	626	192	348	350	301	212	51^	26^	129	75^			
CAGNEY & LACEY(R)																															
MON	10.00P	60	CBS	3	A	10.8	18	957	1388	338	234	107	852	291	450	457	355	324	410	153	214	203	164	176	55^	38^	72	48^			
	210	99	OP	3	B	11.3	20	998	1445	329	235	87	827	256	463	462	392	298	469	167	287	272	225	149	82	54	67	40			
	10.00 - 10.30				C	11.3	20	998	1445	329	235	87	827	256	463	462	392	298	469	167	287	272	225	149	82	54	67	40			
	10.30 - 11.00				A	11.1	18	983	1397	337	238	119	858	293	464	465	360	316	390	153	209	202	151	155	63^	44^	87	59^			
					A	10.6	19	939	1366	336	228	93	837	286	431	444	346	330	427	152	216	202	177	195	46^	32^	55^	35^			
CBS SUNDAY MOVIE																															
SUN	9.18P	120	CBS	2	A	10.8	18	957	1518	364	268	73	864	264	454	422	420	348	537	153	265	259	258	236	60^	50^	57^	42^			
	206	99	FF	2	B	11.3	19	1001	1458	334	245	75	830	261	437	411	371	326	487	151	238	231	210	217	72	44^	68	48			
					C	11.3	19	1001	1458	334	245	75	830	261	437	411	371	326	487	151	238	231	210	217	72	44^	68	48			
MICKI & MAUDE																															
	9.00 - 9.30				A	12.6	20	1116	1544	367	279	63	878	262	445	402	406	383	531	128	234	230	263	257	58	38^	78	56^			
	9.30 - 10.00				A	11.0	18	975	1588	386	295	80	905	303	500	441	417	351	555	165	284	269	260	234	62^	53^	66	42^			
	10.00 - 10.30				A	10.5	18	930	1494	361	265	66^	859	250	440	422	431	353	530	155	261	254	251	238	61^	57^	44^	34^			
	10.30 - 11.00				A	10.5	19	930	1478	353	255	75	846	261	444	414	419	338	519	156	260	253	243	226	80^	52^	52^	40^			
	11.00 - 11.30				A	10.5	21	930	1448	335	236	73	798	217	410	408	410	317	540	141	265	275	281	230	56^	39^	54^	44^			
CBS TUESDAY MOVIE																															
TUE	9.00P	120	CBS	1	A	10.6	18	939	1563	292	219	69	731	214	382	374	358	288	644	219	351	355	287	235	98	28^	90	44^			
	185	88	FF	1	B	10.6	18	939	1563	292	219	69	731	214	382	374	358	288	644	219	351	355	287	235	98	28^	90	44^			
					C	10.6	18	939	1563	292	219	69	731	214	382	374	358	288	644	219	351	355	287	235	98	28^	90	44^			
A SOLDIER'S STORY																															
	9.00 - 9.30				A	9.8	16	868	1552	304	227	66^	751	195	386	387	394	295	656	204	349	371	297	248	68^	18^	77	40^			
	9.30 - 10.00				A	10.5	17	930	1593	298	219	69	739	206	376	371	370	298	664	231	360	359	286	246	93	21^	97	46^			
	10.00 - 10.30				A	11.2	19	992	1557	291	220	67	710	220	383	365	341	277	640	231	361	354	279	225	118	35^	88	45^			
	10.30 - 11.00				A	10.8	20	957	1566	280	210	75	734	234	387	380	335	287	625	211	336	339	289	226	108	38^	99	47^			
CHARMING	8.30P	30	ABC	1	A	9.7	16	859	1687	306	263	115	686	289	468	401	316	181	463	235	352	298	193	83	240	156	298	241			
THU	203	95	CS	1	B	9.7	16	859	1687	306	263	115	686	289	468	401	316	181	463	235	352	298	193	83	240	156	298	241			
					C	9.7	16	859	1687	306	263	115	686	289	468	401	316	181	463	235	352	298	193	83	240	156	298	241			
CONSTITUTIONAL GALA(S)																															
THU	9.00P	125	CBS		A	7.6	13	673	1480	223	116	52^	859	135	285	339	404	489	472	86^	206	247	231	219	41^	24^	107	58^			
	209	99	GV																												
	9.00 - 9.30				A	7.2	12	638	1571	219	115	53^	808	177	319	339	353	417	464	109	228	259	217	204	68^	35^	231	123			
	9.30 - 10.00				A	7.8	13	691	1463	211	102	60^	846	131	261	329	398	489	470	78^	196	248	247	221	40^	25^	108	63^			
	10.00 - 10.30				A	7.7	14	682	1430	237	118	58^	875	128	278	336	419	510	460	78^	191	239	221	210	29^	22^	66^	39^			
	10.30 - 11.00				A	7.5	14	665	1435	216	117	34^	890	104	272	343	430	529	470	77^	194	232	218	231	33^	21^	42^	18^			
	11.00 - 11.30				A	9.5	21	842	1488	251	157	58^	873	138	326	354	439	476	557	99	262	275	309	255	21^	<<	36^	18^			

## PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 14-20, 1987

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING				W O M E N					M E N					T E E N S		CHILDREN			
									PERS	WOMEN	18-49	LOH	18-	18-	25-	35-	18-	18-	25-	35-	TOT.	FEM.	TOT.	TOT.				
#STNS	CVG%	TYPE			%	%		(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	12-	12-	2-	6-	
EVENING CONT'D																												
DESIGNING WOMEN					A	15.6	24	1382	1478	392	308	136	878	343	541	509	377	270	420	175	269	257	187	122	70	51	110	79
MON	9.30P	30	CBS	1	B	15.6	24	1382	1478	392	308	136	878	343	541	509	377	270	420	175	269	257	187	122	70	51	110	79
	208	98	CS	1	C	15.6	24	1382	1478	392	308	136	878	343	541	509	377	270	420	175	269	257	187	122	70	51	110	79
DISNEY SUNDAY MOVIE(R)					A	6.7	12	594	1724	245	220	120	637	269	441	378	283	171	474	211	333	316	210	95^	216	121	397	273
SUN	7.00P	60	ABC	3	B	7.7	15	680	1745	294	243	90	680	256	445	399	318	198	528	249	388	325	225	103	161	87	377	233
	210	99	FF	3	C	7.7	15	680	1745	294	243	90	680	256	445	399	318	198	528	249	388	325	225	103	161	87	377	233
DOUBLE SWITCH, PART 2					A	6.1	11	540	1675	241	210	114^	643	264	420	369	278	194	442	185	299	294	207	101^	194	113^	396	271
	7.00 - 7.30				A	7.3	13	647	1764	249	229	125	632	272	459	385	286	151	500	233	361	334	213	90^	234	127	398	275
	7.30 - 8.00																											
FACTS OF LIFE(R)					A	12.6	25	1116	1629	258	194	62	851	222	361	329	334	434	441	113	227	239	211	176	150	105	188	120
SAT	8.00P	30	NBC	3	B	11.8	24	1048	1614	285	223	68	844	257	416	354	310	394	421	125	214	214	186	171	147	94	202	130
	187	94	CS	3	C	11.8	24	1048	1614	285	223	68	844	257	416	354	310	394	421	125	214	214	186	171	147	94	202	130
FAMILY TIES					A	20.5	33	1816	1934	367	331	84	801	392	590	496	301	168	592	278	442	396	267	109	218	128	324	223
SUN	8.00P	30	NBC	2	B	26.2	41	2318	1928	390	341	100	785	360	570	484	330	169	639	304	478	405	280	111	212	117	292	197
	201	99	CS	2	C	26.2	41	2318	1928	390	341	100	785	360	570	484	330	169	639	304	478	405	280	111	212	117	292	197
FRANK'S PLACE SPECIAL(S)					A	15.2	26	1347	1543	307	218	91	864	230	421	400	390	395	502	150	265	276	251	185	52	33^	126	67
MON 8.00P 30 CBS 210 99 CS																												
GOLDEN GIRLS					A	23.0	41	2038	1655	274	213	60	873	218	370	348	348	447	441	111	211	213	202	200	130	103	212	142
SAT	9.00P	30	NBC	1	B	23.0	41	2038	1655	274	213	60	873	218	370	348	348	447	441	111	211	213	202	200	130	103	212	142
	207	99	CS	1	C	23.0	41	2038	1655	274	213	60	873	218	370	348	348	447	441	111	211	213	202	200	130	103	212	142
GROWING PAINS(R)					A	20.1	32	1781	1755	387	337	112	752	400	561	455	272	153	424	218	329	276	164	71	231	134	348	221
TUE	8.30P	30	ABC	3	B	19.5	32	1725	1740	374	329	119	749	374	568	466	293	145	430	221	326	275	166	81	243	145	318	205
	211	97	CS	3	C	19.5	32	1725	1740	374	329	119	749	374	568	466	293	145	430	221	326	275	166	81	243	145	318	205
GROWING PAINS SPEC.(S)					A	16.5	31	1462	1758	310	268	123	815	315	555	485	365	228	493	225	360	314	208	111	148	91	303	209
FRI	8.00P	60	ABC																									
	215	99	CS																									
	8.00 - 8.30				A	15.8	31	1400	1788	301	263	115	835	312	565	501	375	238	495	226	355	310	210	115	151	94	306	209
	8.30 - 9.00				A	17.1	31	1515	1741	320	274	131	801	319	548	474	359	221	493	226	367	320	208	108	146	90	301	210
HEAD OF THE CLASS SPECIAL(S,R)					A	7.1	12	629	1753	333	274	79^	729	267	425	390	278	258	560	231	366	339	237	155	180	89^	285	163
MON	8.00P	30	ABC																									
	176	90	CS																									
HIGHWAY TO HEAVEN					A	16.8	29	1488	1754	267	215	102	826	221	407	394	370	359	462	129	230	240	223	197	187	92	279	182
WED	8.00P	60	NBC	1	B	16.8	29	1488	1754	267	215	102	826	221	407	394	370	359	462	129	230	240	223	197	187	92	279	182
	208	99	GD	1	C	16.8	29	1488	1754	267	215	102	826	221	407	394	370	359	462	129	230	240	223	197	187	92	279	182
	8.00 - 8.30				A	15.8	28	1400	1722	255	202	102	818	200	384	381	376	372	464	132	225	234	218	207	179	88	261	171
	8.30 - 9.00				A	17.9	30	1586	1772	275	225	102	828	237	424	403	363	347	457	126	234	245	227	187	192	94	294	190

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.



## PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 14-20, 1987

PROGRAM NAME DAY TIME DUR NET OF #STNS CVG% TYPE T/C										K E Y	HOUSEHOLD AUDIENCES AVG. AUD. SH % AVG. AUD. 0.000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
													TOTAL WORKING				W O M E N					M E N					T E E N S		CHILDREN					
													PERS	WOMEN	18-49	18- W/CH	18-	18-	25-	35-	TOTAL	18-	18-	25-	35-	TOTAL	34	49	54	64	55+	TOTAL	34	49
														(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11	
EVENING CONT'D																																		
HOUSTON KNIGHTS										A	10.8	18	957	1693	352	277	106	839	202	471	457	481	310	668	188	392	373	364	229	74	51^	112	61^	
TUE 8.00P 60 CBS 1										B	10.8	18	957	1693	352	277	106	839	202	471	457	481	310	668	188	392	373	364	229	74	51^	112	61^	
208 99 OP 1										C	10.8	18	957	1693	352	277	106	839	202	471	457	481	310	668	188	392	373	364	229	74	51^	112	61^	
8.00 - 8.30										A	10.6	18	939	1692	358	282	102	847	205	475	455	487	320	655	186	393	368	358	222	77	51^	112	66^	
8.30 - 9.00										A	10.9	17	966	1710	349	274	110	838	200	471	463	480	303	687	192	394	382	373	237	71	50^	114	58^	
IT'S AN ADVENTURE, C. BROWN(S,R)										A	6.6	13	585	2173	242	186	125	664	243	429	365	290	207	533	184	363	337	274	143	235	139	740	397	
SAT 8.00P 60 CBS																																		
200 95 EA										A	6.3	13	558	2172	252	192	108^	694	245	435	366	303	228	556	185	356	332	284	165	234	140	688	381	
8.00 - 8.30										A	6.8	13	602	2206	237	184	141	646	244	431	370	282	189	520	186	375	346	269	124	240	141	800	418	
8.30 - 9.00																																		
KATE & ALLIE										A	15.6	25	1382	1550	339	259	114	859	284	481	438	371	338	412	144	230	231	193	140	88	61	191	125	
MON 8.30P 30 CBS 1										B	15.6	25	1382	1550	339	259	114	859	284	481	438	371	338	412	144	230	231	193	140	88	61	191	125	
207 98 CS 1										C	15.6	25	1382	1550	339	259	114	859	284	481	438	371	338	412	144	230	231	193	140	88	61	191	125	
L.A. LAW(R)										A	15.5	29	1373	1519	376	303	91	834	301	519	497	380	271	559	214	332	322	234	194	61	28^	65	47	
THU 10.00P 60 NBC 3										B	15.0	28	1332	1550	376	311	112	812	327	528	478	346	242	539	233	360	324	223	150	89	49	109	65	
211 99 GD 3										C	15.0	28	1332	1550	376	311	112	812	327	528	478	346	242	539	233	360	324	223	150	89	49	109	65	
10.00 - 10.30										A	15.5	28	1373	1534	381	309	96	824	298	514	490	376	263	550	215	324	306	224	196	75	38^	84	65	
10.30 - 11.00										A	15.5	30	1373	1504	372	296	86	844	305	525	504	383	280	568	213	339	338	245	192	46	21^	46^	29^	
MAMA'S BOY SPECIAL(S)										A	20.6	38	1825	1661	319	250	56	911	239	424	419	407	415	423	112	213	220	194	180	138	114	189	135	
SAT 9.30P 30 NBC																																		
205 99 CS																																		
MATLOCK(R)										A	10.4	17	921	1599	240	171	64^	909	138	323	373	416	507	527	110	190	182	207	305	49^	15^	114	74	
TUE 8.00P 60 NBC 3										B	11.2	19	992	1606	240	158	44	897	139	304	355	407	510	559	114	225	217	258	307	71	32^	79	40	
189 91 GD 3										C	11.2	19	992	1606	240	158	44	897	139	304	355	407	510	559	114	225	217	258	307	71	32^	79	40	
8.00 - 8.30										A	10.0	17	886	1595	235	169	70^	910	147	339	390	416	491	529	111	187	183	208	305	40^	12^	115	73	
8.30 - 9.00										A	10.8	17	957	1603	245	172	57^	908	129	307	357	417	523	525	109	193	181	206	304	56^	18^	113	75	
MAX HEADROOM										A	7.7	14	682	1585	295	238	147	725	307	523	481	345	160	599	258	443	379	292	115	101	43^	160	98	
FRI 9.00P 60 ABC 1										B	7.7	14	682	1585	295	238	147	725	307	523	481	345	160	599	258	443	379	292	115	101	43^	160	98	
208 98 A 1										C	7.7	14	682	1585	295	238	147	725	307	523	481	345	160	599	258	443	379	292	115	101	43^	160	98	
9.00 - 9.30										A	8.1	15	718	1582	300	250	149	720	319	529	477	332	156	581	245	438	372	295	107	94	42^	187	111	
9.30 - 10.00										A	7.4	14	656	1566	284	221	143	721	290	510	479	355	161	610	268	443	381	285	121	107	44^	128	82^	
MISS AMERICA PAGEANT(S)										A	20.4	42	1807	1748	320	234	46	903	214	418	414	445	411	510	135	264	264	237	214	163	129	173	133	
SAT 10.00P 121 NBC																																		
208 99 AC																																		
10.00 - 10.30										A	20.5	39	1816	1722	301	217	52	893	211	405	404	425	416	475	126	245	247	215	202	174	137	179	132	
10.30 - 11.00										A	21.1	41	1869	1733	309	217	49	892	201	397	403	434	422	509	123	256	260	236	223	159	128	174	136	
11.00 - 11.30										A	20.4	43	1807	1767	324	237	46	903	218	427	416	452	401	521	145	278	277	241	209	164	130	179	138	
CONT'D																																		

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

## PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 14-20, 1987

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING LOH				W O M E N						M E N					T E E N S		CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
								PERS	WOMEN		18-49	18-49 W/CH	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
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A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 9.



## PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 14-20, 1987

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
DAY	TIME	DUR	NET	OF	T/C	NO.	AVG. AUD. %	SH %	AVG. 0,000		TOTAL WORKING				W O M E N					M E N					T E E N S		CHILDREN						
											PERS	WOMEN	18-49	18- W/CH	18- 34	18- 49	25- 54	35- 64	55+	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	12- 17	FEM. 12- 17	TOT. 2- 11	TOT. 6- 11				
											(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11			
EVENING CONT'D																																	
NBC MONDAY NIGHT MOVIES-CONT'D																																	
197 98 FF 3										C	12.4	21	1102	1568	328	265	112	851	339	558	491	361	240	427	190	296	259	172	112	156	100	134	83
IRRECONCILABLE DIFFERENCES										A	13.5	20	1196	1539	294	220	92	824	322	489	439	324	268	376	161	239	202	145	123	170	99	169	95
9.00 - 9.30										A	12.5	19	1108	1508	285	217	94	832	333	497	435	316	269	384	144	236	202	156	127	158	115	134	83
9.30 - 10.00										A	13.1	21	1161	1496	330	257	96	852	352	557	467	356	232	377	151	242	189	140	119	146	111	121	77
10.00 - 10.30										A	13.2	23	1170	1453	312	238	104	842	332	548	475	369	236	370	137	224	187	151	125	135	109	105	64
10.30 - 11.00										A	19.3	31	1710	1769	314	246	75	734	262	496	445	372	189	763	291	521	480	392	191	154	59	119	87
NBC SUNDAY NIGHT MOVIE										B	20.3	34	1799	1780	333	260	77	755	256	483	436	385	225	777	290	526	479	402	200	135	55	113	79
SUN 9.00P 120 NBC										C	20.3	34	1799	1780	333	260	77	755	256	483	436	385	225	777	290	526	479	402	200	135	55	113	79
195 98 FF 2																																	
THE HIGHWAYMAN										A	18.9	29	1675	1842	336	271	70	761	276	533	476	379	180	724	279	508	476	372	167	181	78	175	132
9.00 - 9.30										A	19.5	31	1728	1759	320	245	77	739	261	500	456	386	186	740	276	502	478	390	187	154	58	126	90
9.30 - 10.00										A	19.9	33	1763	1746	307	241	73	716	256	477	428	364	190	784	299	531	480	403	203	146	52	100	70
10.00 - 10.30										A	19.1	34	1692	1712	290	226	78	714	254	469	415	356	198	793	308	538	479	399	204	133	47	73	58
10.30 - 11.00										A	16.2	24	1435	1526	384	304	142	874	317	528	502	382	284	430	169	280	265	201	124	88	53	134	81
NEWHART																																	
MON 9.00P 30 CBS										B	16.2	24	1435	1526	384	304	142	874	317	528	502	382	284	430	169	280	265	201	124	88	53	134	81
208 98 CS 1										C	16.2	24	1435	1526	384	304	142	874	317	528	502	382	284	430	169	280	265	201	124	88	53	134	81
NEWSBREAK-M-F										A	7.6	13	677	1585	304	210	66	766	192	375	367	391	334	614	198	337	330	299	223	95	39^	110	68
MON&FRI 9.58P 1 CBS										B	6.9	12	607	1579	315	225	61	785	203	396	387	396	333	586	187	331	311	285	216	98	52	110	66
156 67 N 15										C	6.9	12	607	1579	315	225	61	785	203	396	387	396	333	586	187	331	311	285	216	98	52	110	66
TUE 9.53P 1																																	
WED 10.05P 1																																	
THU 10.02P 1																																	
9.30 - 10.00										A	7.7	13	682	1605	315	230	66	788	208	406	398	391	321	586	194	333	310	270	209	105	44^	125	81
10.00 - 10.30										A	7.6	13	669	1555	287	179	66^	733	167	329	318	391	355	656	204	342	359	343	243	79	31^	87	49^
NEWSBREAK-SAT.(B)										A	6.3	12	558	1869	269	210	88^	692	247	481	396	340	185	655	202	462	453	319	146	230	44^	292	196
SAT 9.50P 1 CBS																																	
161 73 N																																	
NFL MON NIGHT FTBALL-PRE(S)										A	9.5	16	842	1722	235	204	40^	572	207	360	341	263	189	864	388	614	556	357	209	105	32^	180	100
MON 8.30P 30 ABC																																	
182 85 SC																																	
NFL MONDAY NIGHT FOOTBALL										A	22.9	40	2029	1642	239	203	62	530	198	352	327	252	143	892	344	586	551	427	238	120	25^	99	57
MON 9.00P 200 ABC										B	22.9	40	2029	1642	239	203	62	530	198	352	327	252	143	892	344	586	551	427	238	120	25^	99	57
213 98 SE 1										C	22.9	40	2029	1642	239	203	62	530	198	352	327	252	143	892	344	586	551	427	238	120	25^	99	57
NY GIANTS VS CHICAGO										A	21.4	33	1896	1644	214	186	44	505	171	320	295	248	155	882	337	574	542	411	244	136	24^	122	76
9.00 - 9.30																																	
CONT'D																																	

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
DAY	TIME	DUR	NET	OF	T/C	NO. OF	T/C	AVG. AUD. %	SH %		AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	LOH 18-49 W/CH <3	W O M E N					M E N					T E E N S		CHILDREN							
															18-	18-	25-	35-	18-	18-	25-	35-	TOT.	FEM.	TOT.	TOT.								
#STNS	CVG%	TYPE													34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11					
EVENING CONT'D																																		
NFL MONDAY NIGHT FOOTBALL-CONT'D																																		
	9.30 - 10.00							A	24.4	38	2162	1659	233	200	61	521	182	340	315	258	147	890	343	583	550	423	239	135	28^	113	61			
	10.00 - 10.30							A	26.6	42	2357	1658	239	203	69	534	186	345	323	261	155	890	329	573	547	431	245	126	34	109	64			
	10.30 - 11.00							A	24.3	40	2153	1637	237	200	67	530	195	345	325	253	143	888	328	572	550	439	245	128	27^	90	51			
	11.00 - 11.30							A	22.3	41	1976	1643	265	222	68	547	218	382	358	260	125	902	357	598	569	434	232	106	22^	87	51			
	11.30 - 12.00							A	21.2	46	1878	1605	249	207	63	532	221	363	338	237	132	893	358	598	548	423	232	97	18^	83	44			
	12.00 - 12.30							A	19.3	48	1710	1588	226	201	61	536	229	375	334	231	130	878	362	602	535	409	217	95	19^	79	45			
NIGHT COURT																																		
THU	9.30P	30	NBC					B	18.5	31	1639	1591	368	289	85	812	269	480	468	382	268	570	231	359	325	231	175	103	42	106	85			
	206	99	CS					C	18.5	31	1639	1591	368	289	85	812	269	480	468	382	268	570	231	359	325	231	175	103	42	106	85			
OLDEST ROOKIE																																		
WED	8.00P	60	CBS					A	14.1	24	1249	1605	269	217	100	757	241	447	422	355	262	571	197	341	334	270	189	103	48^	175	103			
	209	99	OP					B	14.1	24	1249	1605	269	217	100	757	241	447	422	355	262	571	197	341	334	270	189	103	48^	175	103			
	8.00 - 8.30							C	14.1	24	1249	1605	269	217	100	757	241	447	422	355	262	571	197	341	334	270	189	103	48^	175	103			
	8.30 - 9.00							A	13.2	23	1170	1581	277	222	95	763	229	445	423	372	268	556	181	326	328	272	190	94	46^	168	94			
								A	15.1	25	1338	1615	260	212	103	747	249	446	419	338	255	580	209	353	336	266	187	109	50	179	110			
OLYMPIC DIARY-MON																																		
								A	9.7	16	859	1684	239	210	30^	539	188	341	322	267	173	903	392	639	585	389	220	100	20^	142	84			
MON 8.53P 182 85 ABC N 1																																		
								B	9.7	16	859	1684	239	210	30^	539	188	341	322	267	173	903	392	639	585	389	220	100	20^	142	84			
OLYMPIC DIARY-TUE																																		
TUE	10.43P	1	ABC					A	14.3	26	1267	1535	281	223	106	815	321	522	460	360	256	560	222	377	323	230	156	63	27^	96	65			
	209	99	N					B	14.3	26	1267	1535	281	223	106	815	321	522	460	360	256	560	222	377	323	230	156	63	27^	96	65			
								C	14.3	26	1267	1535	281	223	106	815	321	522	460	360	256	560	222	377	323	230	156	63	27^	96	65			
OLYMPIC DIARY-THU																																		
THU	10.34P	1	ABC					A	13.7	26	1214	1643	304	240	117	771	328	521	452	358	191	534	252	418	337	239	94	173	96	165	121			
	210	97	N					B	13.7	26	1214	1643	304	240	117	771	328	521	452	358	191	534	252	418	337	239	94	173	96	165	121			
								C	13.7	26	1214	1643	304	240	117	771	328	521	452	358	191	534	252	418	337	239	94	173	96	165	121			
OLYMPIC DIARY-FRI																																		
FRI	10.53P	1	ABC					A	14.5	29	1285	1620	346	257	89	890	246	499	500	455	324	616	176	358	356	310	208	62	32^	51	36^			
	214	98	N					B	14.5	29	1285	1620	346	257	89	890	246	499	500	455	324	616	176	358	356	310	208	62	32^	51	36^			
								C	14.5	29	1285	1620	346	257	89	890	246	499	500	455	324	616	176	358	356	310	208	62	32^	51	36^			
OLYMPIC DIARY-SAT																																		
SAT	10.43P	1	ABC					A	5.6	11	496	1486	349	273	69^	639	87^	349	429	482	199	616	196	354	364	365	168	83^	24^	148	51^			
	179	93	N					B	5.6	11	496	1486	349	273	69^	639	87^	349	429	482	199	616	196	354	364	365	168	83^	24^	148	51^			
								C	5.6	11	496	1486	349	273	69^	639	87^	349	429	482	199	616	196	354	364	365	168	83^	24^	148	51^			
OLYMPIC DIARY-SUN																																		
SUN	10.42P	1	ABC					A	11.1	20	983	1708	303	245	97	816	241	507	496	443	249	619	187	350	398	312	191	138	73	135	88			
	182	94	N					B	11.1	20	983	1708	303	245	97	816	241	507	496	443	249	619	187	350	398	312	191	138	73	135	88			
								C	11.1	20	983	1708	303	245	97	816	241	507	496	443	249	619	187	350	398	312	191	138	73	135	88			
ONCE A HERO																																		
SAT	8.00P	90	ABC					A	5.0	9	443	1688	259	232	39^	625	190	407	446	338	161	639	279	474	417	301	122^	150	54^	275	191			
	186	95	A					B	5.0	9	443	1688	259	232	39^	625	190	407	446	338	161	639	279	474	417	301	122^	150	54^	275	191			
	8.00 - 8.30							C	5.0	9	443	1688	259	232	39^	625	190	407	446	338	161	639	279	474	417	301	122^	150	54^	275	191			
	CONT'D							A	5.5	11	487	1655	238	212	19^	680	184	369	408	321	261	577	244	396	352	266	135	129^	35^	270	202			

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE





## PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 14-20, 1987

PROGRAM NAME DAY TIME DUR NET NO. #STNS CVG% TYPE T/C										K E Y	HOUSEHOLD AUDIENCES AVG. SH AUD. % 0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																														
													TOTAL WORKING LOH				W O M E N						M E N					T E E N S		CHILDREN													
													PERS (2+)	WOMEN 18+ 49	LOH 18-49 W/CH <3		TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOT. 12- 17	FEM. 12- 17	TOT. 2- 11	TOT. 6- 11											
EVENING CONT'D																																											
SPECIAL MOVIE PRESNT-FRI.(S,R) FRI 9.00P 120 CBS 196 95 FF NATIONAL LAMPOON'S VACATION 9.00 - 9.30 9.30 - 10.00 10.00 - 10.30 10.30 - 11.00											A	11.4	22	1010	1702	324	238	79	736	265	450	442	362	216	609	255	432	405	288	132	137	81	219	165									
SPECIAL MOVIE PRSNT-SAT.(S) SAT 9.00P 120 CBS 177 93 FF THE LAST STARFIGHTER 9.00 - 9.30 9.30 - 10.00 10.00 - 10.30 10.30 - 11.00											A	8.6	16	762	1884	293	256	108	674	308	509	426	301	132	674	254	525	492	376	108	211	71^	325	228									
											A	7.2	13	638	1979	280	237	112	707	328	535	449	312	143	663	276	523	484	341	113	199	82^	409	249									
											A	8.3	15	735	1867	273	231	98	658	297	479	403	288	140	692	254	534	500	395	116	202	59^	315	220									
											A	9.4	18	833	1892	312	280	107	667	297	510	432	310	127	684	246	531	506	397	109	227	70^	314	235									
											A	9.4	18	833	1839	305	271	114	675	315	520	427	297	122	665	250	519	483	369	99	216	74^	284	213									
SPENSER: FOR HIRE SPECIAL(S,R) SUN 8.00P 60 ABC 184 97 PD 8.00 - 8.30 8.30 - 9.00											A	6.7	11	594	1649	262	215	96^	637	225	415	361	310	198	678	269	478	406	321	171	146	58^	188	135									
											A	6.1	10	540	1684	257	210	100^	637	223	409	371	309	201	680	277	476	405	313	171	147	66^	221	162									
											A	7.4	11	656	1597	263	216	90^	628	223	413	349	308	194	667	259	473	401	324	169	143	51^	159	111									
SPORTSBREAK-SAT SAT 8.58P 1 CBS 194 89 SN											A	5.9	11	523	2062	247	179	96^	686	229	441	376	307	216	559	219	385	354	244	145	222	102^	594	300									
											B	6.7	13	589	1851	258	184	80	698	245	398	396	290	241	707	228	412	422	326	236	131	61^	315	159									
											C	6.7	13	589	1851	258	184	80	698	245	398	396	290	241	707	228	412	422	326	236	131	61^	315	159									
SPORTSBREAK-SUN SUN 10.07P 1 CBS 203 93 SN											A	10.0	16	886	1508	373	286	45^	860	252	463	444	452	332	513	142	243	240	264	234	75	63^	59^	48^									
											B	11.1	19	986	1494	279	180	30^	824	142	292	319	390	462	543	96	212	221	264	293	56	39	72	54									
											C	11.1	19	986	1494	279	180	30^	824	142	292	319	390	462	543	96	212	221	264	293	56	39	72	54									
SUMMER PLAYHOUSE FRI 8.00P 60 CBS 180 87 FV											A	5.1	10	452	1439	274	169	38^	741	155	300	300	364	382	481	130^	206	230	171	236	48^	40^	169	111^									
											B	6.1	12	536	1492	260	193	43^	732	154	323	315	340	374	478	132	231	228	207	205	74^	56^	208	145									
											C	6.1	12	536	1492	260	193	43^	732	154	323	315	340	374	478	132	231	228	207	205	74^	56^	208	145									
KINGPINS/SONS OF GUNZ 8.00 - 8.30 8.30 - 9.00											A	5.3	10	470	1437	270	171	46^	727	152	305	289	355	382	482	129^	221	232	172	228	58^	49^	170	116^									
											A	4.9	9	434	1441	278	167	30^	756	158	295	312	374	382	480	133^	191	229	170	244	37^	32^	167	106^									
39TH ANNUAL EMMY AWARDS(S) SUN 8.00P 180 FOX 156 90 AC 8.00 - 8.30 CONT'D											A	8.8	14	780	1844	403	334	96	890	361	580	557	403	244	579	226	397	358	289	144	171	91	205	112									
											A	6.2	10	549	1826	384	315	78^	824	355	546	525	355	217	507	212	361	311	260	109^	191	119	304	184									

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.



## PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 14-20, 1987

PROGRAM NAME DAYTIME #STNSCVRG%TYPE					NO. OF T/C	K E Y	HOUSEHOLD AUDIENCES AVG. AUD. %SH %AVG. AUD. 0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
									TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN							
									PERS (2+)	WOMEN 18+ 49	18-49 W/CH <3	18-49 W/CH <3	TOTAL	18-34	18-49	25-54	35-64	55+64	TOTAL	18-34	18-49	25-54	35-64	55+64	TOT. 12-17	FEM. 12-17	TOT. 2-11	TOT. 6-11				
EVENING CONT'D																																
39TH ANNUAL EMMY AWARDS(-CONT'D																																
8.30 - 9.00									A	8.4	13	744	1974	374	298	108	854	358	571	545	375	222	626	265	451	392	310	126	217	103	277	166
9.00 - 9.30									A	9.3	14	824	1899	425	353	96	902	355	575	556	415	260	574	223	392	356	280	149	208	114	215	125
9.30 - 10.00									A	9.6	15	851	1860	414	344	94	902	347	573	556	430	255	591	224	406	375	304	150	175	90	192	101
10.00 - 10.30									A	9.9	16	877	1817	422	357	94	933	377	616	581	431	250	602	228	408	373	304	156	132	67^	150	68^
10.30 - 11.00									A	9.2	16	815	1734	397	330	104	914	378	598	576	400	251	564	210	366	334	276	162	120	71^	136	63^
20/20									A	13.7	27	1214	1590	304	215	100	858	220	460	472	449	327	616	178	352	352	302	211	57	34^	59	40^
FRI 10.00P 60 ABC 1									B	13.7	27	1214	1590	304	215	100	858	220	460	472	449	327	616	178	352	352	302	211	57	34^	59	40^
214 98 DN 1									C	13.7	27	1214	1590	304	215	100	858	220	460	472	449	327	616	178	352	352	302	211	57	34^	59	40^
10.00 - 10.30									A	13.4	26	1187	1575	278	195	109	837	209	442	460	437	325	616	182	354	350	295	209	54	35^	68	45^
10.30 - 11.00									A	14.0	28	1240	1605	329	235	92	879	231	478	483	460	330	617	175	350	354	308	213	60	34^	50^	35^
21 JUMP STREET									A	4.4	8	390	1674	312	269	37^	677	351	490	412	268	142^	472	264	367	282	180	89^	273	174	252	150^
SUN 7.00P 60 FOX 1									B	4.4	8	390	1674	312	269	37^	677	351	490	412	268	142^	472	264	367	282	180	89^	273	174	252	150^
116 85 OP 1									C	4.4	8	390	1674	312	269	37^	677	351	490	412	268	142^	472	264	367	282	180	89^	273	174	252	150^
7.00 - 7.30									A	4.3	8	381	1670	306	265	35^	687	348	491	406	288	145^	449	248	348	271	176	87^	275	172	259	159^
7.30 - 8.00									A	4.4	8	390	1716	325	278	39^	682	362	500	427	255	142^	505	287	394	299	189	92^	278	180	251	145^
227(R)									A	16.2	31	1435	1630	268	201	65	855	236	369	333	317	429	423	136	218	213	174	167	130	92^	222	148
SAT 8.30P 30 NBC 2									B	15.5	29	1369	1650	284	215	73	855	241	380	339	322	424	432	148	231	216	179	173	133	91	229	159
188 94 CS 2									C	15.5	29	1369	1650	284	215	73	855	241	380	339	322	424	432	148	231	216	179	173	133	91	229	159
VALERIE(R)									A	14.2	22	1258	1742	338	259	102	738	316	483	425	284	197	413	205	312	248	156	91	274	123	316	209
MON 8.30P 30 NBC 3									B	14.2	23	1255	1827	327	272	95	750	314	517	450	310	190	460	234	354	292	180	93	286	139	331	228
196 96 CS 3									C	14.2	23	1255	1827	327	272	95	750	314	517	450	310	190	460	234	354	292	180	93	286	139	331	228
WEREWOLF SPECIAL(S,R)									A	3.7	7	328	1819	336	287	54^	681	190^	475	456	445	157^	679	260	496	485	354	106^	290	191^	169^	116^
SAT 8.00P 111 FOX 1																																
110 84 SM 1																																
8.00 - 8.30									A	4.0	8	354	1791	328	289	48^	666	195	478	421	419	157^	741	292	539	500	366	135^	236	131^	148^	102^
8.30 - 9.00									A	3.8	7	337	1869	333	278	52^	688	198	483	471	436	142^	666	252	488	480	353	100^	334	246	181^	129^
9.00 - 9.30									A	3.5	6	310	1767	341	287	54^	679	176^	452	461	455	167^	603	225	439	451	326	84^	302	217	183^	119^
9.30 - 10.00									A	3.7	7	328	1716	318	276	61^	645	173^	450	444	450	155^	650	253	480	475	348	90^	268	153^	153^	107^
WE THE PEOPLE									A	7.9	13	700	1693	290	213	70	768	220	438	406	387	281	568	175	318	319	277	206	54^	27^	302	143
TUE&THU 8.58P 1 CBS 4									B	8.7	14	769	1595	316	232	82	785	231	443	433	382	289	536	182	325	319	262	170	66	37^	208	102
199 94 DO 4									C	8.7	14	769	1595	316	232	82	785	231	443	433	382	289	536	182	325	319	262	170	66	37^	208	102
WHO'S THE BOSS?(R)									A	17.6	30	1559	1736	399	342	108	762	374	559	452	299	166	432	209	301	259	167	96	202	120	340	209
TUE 8.00P 30 ABC 3									B	17.4	31	1539	1716	368	314	106	754	338	541	450	311	174	446	208	311	272	181	103	229	137	287	183
210 97 CS 3									C	17.4	31	1539	1716	368	314	106	754	338	541	450	311	174	446	208	311	272	181	103	229	137	287	183
WISEGUY SPECIAL(S)									A	15.8	27	1400	1592	289	223	63	796	195	392	383	371	256	690	245	421	420	352	207	111	36^	95	59
WED 9.00P 120 CBS																																
CONT'D																																

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
											AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING				LOH 18-49 W/CH	W O M E N					M E N					T E E N S		CHILDREN		
DAY	TIME	DUR	NET	NO. OF	#STNS	CVG%	TYPE	T/C	PERS					WOMEN	18-	18-49	18-		18-	25-	35-	18-	18-	25-	35-	TOT.	FEM.	TOT.	TOT.				
										(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	12-	12	2-	6-				
EVENING CONT'D																																	
WISEGUY SPECIAL(S)-CONT'D																																	
210 99 OP																																	
9.00 - 9.30										A	15.7	26	1391	1629	278	218	83	717	197	403	396	373	268	658	215	389	402	335	211	123	41^	133	85
9.30 - 10.00										A	16.1	27	1426	1609	288	216	66	697	193	389	383	369	259	700	245	417	418	358	217	116	33^	96	64
10.00 - 10.30										A	15.8	27	1400	1572	295	225	55	688	196	392	377	372	250	699	253	432	425	362	203	103	35^	81	50
10.30 - 11.00										A	15.5	28	1373	1566	296	232	47	687	194	388	377	371	248	709	269	448	436	356	197	102	35^	69	39^



## 34 PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 14-20, 1987

PROGRAM NAME  DAYTIME #STNS CVG% TYPE					NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. SH. AVG. AUD. % 0,000			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
										WORKING WOMEN 18- 18+ 49	WOMEN					MEN					TEENS			CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
											TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	MALE 12- 17	FEM. 12- 17	TOT. 12- 14	TOT. MALE 2- 6- 5 11	FEM. 2- 6- 11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
EARLY EVENING NEWS																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

## PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 14-20, 1987

PROGRAM NAME DAY TIME DUR NET NO. OF #STNS CVG% TYPE T/C					HOUSEHOLD AUDIENCES K E Y AVG. AUD. SH. AVG. AUD. % % 0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
							TOTAL PERS (2+)		WORKING WOMEN 18- 25- 18+ 49 54		W O M E N					M E N					TEEN S MALE FEM. 12- 12- 17 17									
											15- 24	18- 34	18- 49	21- 49	21- 54	25- 54	15- 24	18- 34	18- 49	21- 49	21- 54	25- 54								
LATE FRINGE																														
ABC NEWS:NIGHTLINE							A	4.4	14	390	1355	239	180	186	57^	709	168	350	339	399	360	34^	558	127	292	279	330	311	22^	14^
TUE-FRI 11.30P 31 ABC 12							B	5.3	16	468	1366	225	163	163	72	695	162	335	320	383	338	49^	557	137	280	264	316	298	28^	25^
207 98 N 12							C	5.3	16	468	1366	225	163	163	72	695	162	335	320	383	338	49^	557	137	280	264	316	298	28^	25^
11.30 - 12.00							A	4.4	14	392	1359	240	181	186	58^	711	169	352	341	400	361	34^	560	128	294	281	332	313	23^	14^
12.00 - 12.30							A	3.4	13	301	1290	235	173	185	40^	700	153	322	308	367	345	34^	518	104	245	232	283	262	15^	9^
ABC NEWS:NIGHTLINE-MON.							A	4.5	26	399	1251	220	202	190	54^	531	200	366	366	418	364	82^	652	307	464	431	489	452	29^	<<
MON 1.02A 31 ABC 3							B	4.1	20	361	1287	218	175	135	69^	538	157	280	274	317	256	86^	671	260	435	414	470	422	51^	2^
203 96 N 3							C	4.1	20	361	1287	218	175	135	69^	538	157	280	274	317	256	86^	671	260	435	414	470	422	51^	2^
1.00 - 1.30							A	4.6	26	408	1246	220	202	190	54^	531	200	366	366	418	363	81^	647	303	459	426	482	445	29^	<<
1.30 - 2.00							A	3.8	25	337	1237	206	188^	184^	49^	508	188^	344	344	393	344	87^	662	327	489	457	534	495	36^	<<
ABC WEEKEND REPORT-SAT.							A	1.9	5	168	1311	538	465	471	72^	734	242^	502	495	546	513	44^	476	82^	300^	300^	338^	294^	<<	38^
SAT 11.30P 15 ABC 3							B	2.2	6	192	1555	389	327	301	81^	803	275	478	466	506	446	62^	558	144^	302	302	384	332	10^	54^
138 74 N 3							C	2.2	6	192	1555	389	327	301	81^	803	275	478	466	506	446	62^	558	144^	302	302	384	332	10^	54^
ABC WEEKEND REPORT-SUN.							A	1.5	9	133	1569	199^	117^	117^	148^	725	230^	392^	392^	435^	328^	62^	558	110^	336^	331^	372^	352^	37^	88^
SUN 12.03A 15 ABC 2							B	1.6	7	142	1536	222^	184^	184^	69^	676	153^	372	372	392	342	58^	629	138^	387	385	424	390	21^	41^
145 77 N 2							C	1.6	7	142	1536	222^	184^	184^	69^	676	153^	372	372	392	342	58^	629	138^	387	385	424	390	21^	41^
CBS LATE NIGHT I							A	3.1	12	273	1434	267	228	216	116^	739	302	501	463	506	461	73^	537	242	410	384	432	390	19^	46^
MON 11.30P 69 CBS 10							B	2.7	12	237	1381	253	199	202	92^	723	247	442	410	458	425	63^	516	214	382	364	410	370	25^	39^
175 83 FF 10							C	2.7	12	237	1381	253	199	202	92^	723	247	442	410	458	425	63^	516	214	382	364	410	370	25^	39^
TUE 12.00M 70							A	3.0	9	263	1396	241	200	212	116^	730	274	464	419	481	450	62^	524	194	405	385	425	397	28^	44^
WED 12.00M 72							A	3.1	12	273	1421	268	233	221	116^	737	300	503	465	502	455	71^	528	241	396	372	423	379	18^	45^
THU 11.36P 72							A	3.2	16	284	1462	280	240	216	117^	744	320	523	488	522	470	82^	555	276	426	395	448	398	15^	49^
FRI 11.30P 70							A	3.1	18	275	1470	277	227	199	107^	730	321	503	474	526	477	89^	540	267	429	390	436	386	12^	42^
11.30 - 12.00							A	2.4	15	213	1411	261	220	213	98^	664	272	455	434	473	436	99^	565	282	456	424	477	420	27^	44^
12.00 - 12.30							B	2.0	15	181	1355	261	195	204	89^	705	228	406	387	439	399	93^	505	232	389	368	411	350	33^	40^
12.30 - 1.00							C	2.0	15	181	1355	261	195	204	89^	705	228	406	387	439	399	93^	505	232	389	368	411	350	33^	40^
1.00 - 1.30							A	2.7	15	236	1420	260	223	206	112^	682	297	473	449	493	447	80^	549	270	434	406	461	421	30^	51^
1.30 - 2.00							A	2.2	15	199	1414	257	214	214	87^	648	257	440	423	459	426	111^	582	292	474	441	494	425	27^	39^
							A	2.4	20	216	1222	312	265	251	105^	663	231	457	416	444	423	129^	461	252	411	359	392	315	5^	43^



SEP. 14-20, 1987

PROGRAM NAME					NO. OF T/C	KEY	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
DAY	TIME	DUR	NET #STNS	TYPE			AVG. AUD. %	SH %	AVG. AUD. 0.000	TOTAL PERS	WORKING WOMEN				W O M E N						M E N						T E E N S MALE FEM.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
										18- (2+)	18+ 18+	25- 49	25- 54	15- 24	TOTAL	18- 34	18- 49	18- 49	21- 54	21- 54	25- 54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	12- 17	12- 17																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
LATE FRINGE CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

## PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 14-20, 1987

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	TEENS	
DAY	TIME	DUR	NET	NO. OF	AVG. AUD.	SH %	AVG. AUD.	TOTAL PERS	WORKING WOMEN		W O M E N						M E N						MALE	FEM.								
	#STNS	CVG%	TYPE	T/C	%	%	0,000	(2+)	18+ 49 54	15- 24	18- 34	18- 49	21- 49	21- 54	25- 54	15- 24	18- 34	18- 49	21- 49	21- 54	25- 54	12- 17	12- 17									
LATE FRINGE CONT'D																																
G MICHAELS SPORTS MACHINE-CONT'D																																
SUN	11.30P	15	NBC	1	B	2.0	7	177	1548	150^	116^	147^	36v	553	119^	366	362	393	393	204^	943	401	722	639	723	615	13v	32v				
	83	53	SC	1	C	2.0	7	177	1548	150^	116^	147^	36v	553	119^	366	362	393	393	204^	943	401	722	639	723	615	13v	32v				
LATE SHOW-FOX																																
MON-FRI	11.00P	60	FOX	15	A	1.7	4	149	1383	295	256	226	120^	642	344	473	408	441	406	173^	576	374	485	391	409	360	39v	34v				
	118	83	GV	15	B	1.7	4	149	1414	266	234	190	114^	593	302	413	377	425	370	168^	610	345	478	399	414	366	58^	41v				
	11.00 - 11.30				C	1.7	4	149	1414	266	234	190	114^	593	302	413	377	425	370	168^	610	345	478	399	414	366	58^	41v				
	11.30 - 12.00				A	1.8	4	159	1396	305	267	238	109^	644	359	485	424	465	431	171^	571	382	489	400	421	373	48v	30v				
					A	1.5	5	133	1423	295	252^	220^	138^	665	340	478	406	430	392	183^	606	379	501	395	410	360	29v	39v				
OLYMPIC DIARY-MON 1																																
MON	1.26A	1	ABC	1	A	3.9	23	346	1231	198	180^	169^	64^	545	188	341	341	404	340	69^	636	329	461	430	494	456	19v	<<				
	205	95	N	1	B	3.9	23	346	1231	198	180^	169^	64^	545	188	341	341	404	340	69^	636	329	461	430	494	456	19v	<<				
					C	3.9	23	346	1231	198	180^	169^	64^	545	188	341	341	404	340	69^	636	329	461	430	494	456	19v	<<				
OLYMPIC DIARY-TUE 1																																
TUE	11.55P	1	ABC	1	A	4.4	15	390	1365	201	134^	150^	15v	718	165	258	244	285	285	17v	545	113^	245	245	289	271	33v	<<				
	209	97	N	1	B	4.4	15	390	1365	201	134^	150^	15v	718	165	258	244	285	285	17v	545	113^	245	245	289	271	33v	<<				
					C	4.4	15	390	1365	201	134^	150^	15v	718	165	258	244	285	285	17v	545	113^	245	245	289	271	33v	<<				
OLYMPIC DIARY-WED 1																																
WED	11.55P	1	ABC	1	A	4.5	17	399	1254	252	214	188	134^	622	187	376	320	371	331	40v	581	171	294	269	332	317	<<	39v				
					B	4.5	17	399	1254	252	214	188	134^	622	187	376	320	371	331	40v	581	171	294	269	332	317	<<	39v				
OLYMPIC DIARY-THU 1																																
THU	11.55P	1	ABC	1	C	4.5	17	399	1254	252	214	188	134^	622	187	376	320	371	331	40v	581	171	294	269	332	317	<<	39v				
	205	97	N	1	A	4.1	15	363	1224	194	163^	166^	43v	722	129^	326	311	366	353	34v	460	106^	230	230	244	210	<<	14v				
					B	4.1	15	363	1224	194	163^	166^	43v	722	129^	326	311	366	353	34v	460	106^	230	230	244	210	<<	14v				
					C	4.1	15	363	1224	194	163^	166^	43v	722	129^	326	311	366	353	34v	460	106^	230	230	244	210	<<	14v				
OLYMPIC DIARY-FRI 1																																
FRI	11.55P	1	ABC	1	A	3.3	10	292	1303	260	149^	204^	18v	628	122^	320	320	406	388	40v	565	93^	313	295	362	339	19v	20v				
	200	97	N	1	B	3.3	10	292	1303	260	149^	204^	18v	628	122^	320	320	406	388	40v	565	93^	313	295	362	339	19v	20v				
					C	3.3	10	292	1303	260	149^	204^	18v	628	122^	320	320	406	388	40v	565	93^	313	295	362	339	19v	20v				
SATURDAY NIGHT																																
SAT	12.32A	78	NBC	3	A	5.2	25	461	1488	317	283	273	161	752	309	498	410	466	426	162	488	257	389	379	398	294	67^	61^				
	188	98	GV	3	B	6.7	23	592	1602	326	287	253	173	761	352	546	466	505	442	138	516	264	419	393	415	371	108	84				
	12.30 - 1.00				C	6.7	23	592	1602	326	287	253	173	761	352	546	466	505	442	138	516	264	419	393	415	371	108	84				
	1.00 - 1.30				A	6.4	25	567	1549	325	274	278	144	762	278	475	406	469	442	142	503	235	369	357	382	314	83^	83^				
	1.30 - 2.00				A	4.9	25	434	1399	288	270	253	168	727	319	497	401	448	399	157	453	248	381	374	388	275	54^	46^				
					A	4.2	25	372	1433	334	310	282	176	733	337	523	412	464	417	204	490	302	422	413	428	266	51^	35v				
39TH ANNUAL EMMY OVERRUN(S)																																
SUN	11.00P	60	FOX		A	6.9	18	611	1574	376	312	309	95^	906	387	601	578	623	566	49^	509	175	333	305	335	316	14v	35^				
	151	88	AC																													
	11.00 - 11.30				A	7.3	16	647	1642	376	314	315	106	910	391	613	586	625	566	57^	539	182	349	318	350	327	25v	41^				
	11.30 - 12.00				A	6.5	20	576	1498	376	310	302	82^	901	382	587	569	621	566	40^	475	168	314	290	319	303	2v	29v				
TONIGHT SHOW																																
MON-FRI	11.30P	60	NBC	15	A	6.3	22	558	1392	292	240	220	108	764	257	446	412	460	415	84	522	194	345	320	359	315	26^	39^				
	200	99	GV	15	B	6.0	21	533	1388	267	220	201	100	733	247	426	397	449	400	87	530	205	361	341	377	330	36^	38^				
					C	6.0	21	533	1388	267	220	201	100	733	247	426	397	449	400	87	530	205	361	341	377	330	36^	38^				
CONT'D																																

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.



## PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 14-20, 1987

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
											AVG. AUD.	SH %	AVG. AUD. 0.000	TOTAL PERS	WORKING WOMEN			W O M E N						M E N						T E E N S			
DAY	TIME	DUR	NET	NO. OF	T/C	#STNS	CVG%	TYPE	T/C		%	%	0.000	(2+)	18+	49	54	15-	18-	18-	21-	21-	25-	15-	18-	18-	21-	21-	25-	12-	12-		
LATE FRINGE CONT'D																																	
TONIGHT SHOW-CONT'D																																	
11.30 - 12.00										A	6.9	21	613	1420	294	239	222	108	772	259	453	417	469	425	B4	533	193	347	323	361	318	28^	40^
12.00 - 12.30										A	5.7	22	505	1353	290	240	216	107	751	255	436	404	448	401	B4	506	194	341	316	355	310	24^	38^

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

# PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 14-20, 1987

PROGRAM NAME										HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
												LOH		W O M E N					M E N					T E E N S		C H I L D R E N								
												18-49	WOMEN	18-		25-			35		18-		25-		35-		12-	12-	2-	2-	6-			
DAY	TIME	DUR	NET	NO. OF	KEY	AVG. AUD. %	SH %	AVG. AUD. 0.000	W/CH	18-	18-	18-	18-	25-	35	55+	TOTAL	18-	18-	25-	35-	55+	TOTAL	12-	12-	2-	2-	6-						
MON-FRI EARLY MORNING																																		
ABC WORLD NEWS-MORN-615A										A	1.2	14	106	18v	456	380	653	114^	434	466	509	161^	429	119^	276^	299	262^	129^	<<	6v	15v	<<	<<	
MON-THU 6.15A 15 ABC										B	1.3	16	116	62^	402	349	622	149^	447	451	440	139^	480	147^	307	333	289	135^	6v	32v	23v	<<	<<	
144 83 N										C	1.3	16	116	62^	402	349	622	149^	447	451	440	139^	480	147^	307	333	289	135^	6v	32v	23v	<<	<<	
ABC WORLD NEWS-MORN-615A(B)										A	1.3	15	115	114v	305^	263^	715	203^	508^	508^	501^	207^	366^	97v	284^	329^	252^	37v	<<	31v	<<	13v	13v	
FRI 6.15A 15 ABC																																		
126 66 N																																		
ABC WORLD NEWS-MORN-645A										A	1.9	15	171	55^	352	264	588	141^	405	468	403	102^	442	134^	226	231	254	171^	8v	6v	15v	<<	14v	
MON-THU 6.45A 15 ABC										B	2.1	17	188	62^	321	258	589	159	399	422	365	135^	478	165	268	280	249	160	14v	35^	18v	7v	15v	
189 94 N										C	2.1	17	188	62^	321	258	589	159	399	422	365	135^	478	165	268	280	249	160	14v	35^	18v	7v	15v	
ABC WORLD NEWS-MORN-645A(B)										A	1.6	12	142	71v	253^	218^	527	117^	341^	376^	371^	151^	622	179^	395^	423^	380^	162^	34v	41v	<<	<<	<<	
FRI 6.45A 15 ABC																																		
168 76 N																																		
BEFORE HOURS										A	0.7	10	64	111v	350^	321^	600	252^	391^	348^	255^	200^	402^	282^	306^	173^	55v	93v	<<	12v	<<	<<	<<	
MON-FRI 6.15A 15 NBC										B	0.6	9	56	109v	333^	309^	585	246^	423^	378^	258^	151^	444^	244^	285^	254^	141^	109v	24v	15v	<<	<<	<<	<<
144 85 N										C	0.6	9	56	109v	333^	309^	585	246^	423^	378^	258^	151^	444^	244^	285^	254^	141^	109v	24v	15v	<<	<<	<<	<<
CBS MORNING NEWS- 6:30AM										A	1.1	12	101	59v	337	147^	602	106^	254^	343	369	244^	348	122^	177^	147^	209^	159^	16v	14v	13v	33v	35v	
MON-FRI 6.30A 30 CBS										B	1.1	12	94	49v	332	153^	683	145^	288	341	380	313	327	98^	168^	144^	182^	154^	25v	8v	27v	42v	54v	
142 84 N										C	1.1	12	94	49v	332	153^	683	145^	288	341	380	313	327	98^	168^	144^	182^	154^	25v	8v	27v	42v	54v	
CBS MORNING NEWS- 7:00AM										A	1.9	13	170	60^	254	180^	613	177^	305	349	268	234	405	146^	247	225	201	145^	46v	26v	24v	38v	28v	
MON-FRI 7.00A 30 CBS										B	1.9	13	172	43^	220	151^	597	160	266	303	250	260	427	134^	222	212	211	187	35v	12v	29v	35v	29v	
192 96 N										C	1.9	13	172	43^	220	151^	597	160	266	303	250	260	427	134^	222	212	211	187	35v	12v	29v	35v	29v	
CONSTITUTIONAL PARADE(S)										A	3.7	18	328	55^	126^	69^	771	132^	248	274	335	458	444	55^	113^	100^	162^	322	2v	2v	40v	26v	20v	
THU 9.00A 182 CBS																																		
208 99 AC																																		
9.00 - 9.30										A	2.6	13	230	64v	158^	99^	872	188^	310	369	381	470	311	18v	39v	68v	137^	243	<<	<<	50v	70v	28v	
9.30 - 10.00										A	3.1	15	275	43v	136^	71^	835	132^	259	294	383	505	423	24v	76^	98^	179^	325	<<	<<	37v	38v	18v	
10.00 - 10.30										A	3.5	18	310	62^	127^	72^	753	129^	231	284	347	431	430	21v	96^	92^	172^	333	<<	<<	18v	22v	20v	
10.30 - 11.00										A	3.8	19	337	67^	151^	87^	750	174^	281	302	300	394	472	81^	136^	113^	163^	323	2v	2v	18v	20v	16v	
11.00 - 11.30										A	4.1	19	363	61^	105^	47^	713	118^	223	232	295	441	493	82^	145^	102^	166^	349	<<	<<	45v	16v	26v	
11.30 - 12.00										A	4.8	22	425	42^	107^	57^	781	88^	222	224	346	525	491	76^	142^	112^	159	345	6v	8v	66^	11v	18v	
12.00 - 12.30										A	5.4	23	478	48^	107^	75^	795	134	307	284	362	451	456	104^	164	136	150	271	22v	24v	51^	21v	11v	
GOOD MORNING, AMERICA-730										A	4.0	21	358	55^	297	237	768	177	445	491	416	231	354	74^	150	172	183	171	15v	6v	25^	21v	24^	
MON-FRI 7.30A 30 ABC										B	3.9	21	343	51^	275	225	727	162	423	459	396	229	352	83	153	166	174	169	13v	15v	28^	31^	29^	
210 99 N										C	3.9	21	343	51^	275	225	727	162	423	459	396	229	352	83	153	166	174	169	13v	15v	28^	31^	29^	
GOOD MORNING, AMERICA-830										A	4.3	22	383	86	202	156	766	193	397	417	380	291	364	52^	120	137	179	212	14v	2v	19v	19v	10v	
MON-THU 8.30A 30 ABC										B	4.2	21	373	71	206	160	730	176	383	415	374	266	343	72	131	146	163	173	9v	9v	22^	27^	18^	
210 98 N										C	4.2	21	373	71	206	160	730	176	383	415	374	266	343	72	131	146	163	173	9v	9v	22^	27^	18^	

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

## 46 PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 14-20, 1987

PROGRAM NAME  DAY      TIME      DUR      NET      NO. #STNS    CVG%    TYPE    T/C					K E Y	HOUSEHOLD AUDIENCES  AVG.      AVG. AUD.    SH    AUD. %       %    0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
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								18-49	WOMEN	18-      18-      25-      35-		18-      18-      25-      35-			12-      12-		MALE    FEM.	MALE    FEM.    TOTAL																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
								W/CH	18-	18-      18-      25-      35-		18-      18-      25-      35-					12-      12-		2-      2-      6-																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
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MON-FRI 8.30A 30 NBC 14					B	4.2	21	370	96	194	135	717	150	338	372	378	323	400	91	208	200	191	181	7v	12v	13v	16v	16v					
203 99 N 14					C	4.2	21	370	86	194	135	717	150	338	372	378	323	400	91	208	200	191	181	7v	12v	13v	16v	16v					



## PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 14-20, 1987

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
DAY	TIME	DUR	NET	OF	T/C	NO.	AVG. AUD.	SH %	AVG. AUD. 0,000		LOH WORKING				WOMEN						MEN		TEENS			CHILDREN							
											18-49	WOMEN	15-24	18-34	18-34	25-34	25-34	35-44	TOTAL	55+	MALE	FEM.	TOT.	MALE	FEM.	TOT.	TOT.						
#STNS	CVG%	TYPE					%	%		W/CH	18-49	15-24	18-34	18-34	25-34	25-34	35-44	TOTAL	55+	12-17	12-17	15-17	2-6	2-6	2-6	6-11							
MONDAY-FRIDAY DAYTIME																																	
ABC DAYTIME NEWSBRIEF-M-F										A	7.3	26	647	150	216	195	152	903	390	574	452	510	349	271	215	84	14^	53	32^	43^	41^	61	23^
MW-F 2.58P 1 ABC 13										B	7.2	26	637	132	222	199	163	873	379	560	436	490	333	259	228	93	26^	68	44	40^	52	51	42^
210 98 N 13										C	7.2	26	637	132	222	199	163	873	379	560	436	490	333	259	228	93	26^	68	44	40^	52	51	42^
ABC NEWS SPECIAL(S)										A	4.6	17	408	109^	133^	106^	92^	814	254	427	376	448	332	314	322	124^	<<	41^	41^	39^	23^	32^	30^
WED 1.00P 70 ABC																																	
217 99 N																																	
1.00 - 1.30										A	4.5	17	399	132^	150^	132^	92^	837	288	482	429	488	318	297	306	119^	<<	40^	40^	35^	32^	36^	30^
1.30 - 2.00										A	4.5	17	399	99^	110^	80^	89^	786	232	385	339	426	324	314	328	129^	<<	44^	43^	43^	18^	29^	32^
2.00 - 2.30										A	5.3	20	470	71^	147	108^	97^	809	218	388	326	394	383	353	345	122^	<<	35^	35^	43^	12^	31^	24^
ALL MY CHILDREN										A	7.4	27	658	146	250	223	133	893	366	562	447	515	374	264	235	73	6^	20^	21^	47	39^	61	26^
MTTHF 1.00P 60 ABC 13										B	7.5	27	662	133	233	206	149	850	368	544	419	476	338	250	251	82	17^	45	31^	44	44	54	35^
210 98 DD 13										C	7.5	27	662	133	233	206	149	850	368	544	419	476	338	250	251	82	17^	45	31^	44	44	54	35^
1.00 - 1.30										A	7.0	26	622	139	250	225	134	880	356	552	436	504	375	260	247	73	5^	21^	21^	45^	38^	56	26^
1.30 - 2.00										A	7.8	29	693	152	250	222	131	905	376	571	457	524	373	267	225	72	6^	19^	21^	50	40^	64	25^
AMERICAN TREASURY										A	3.8	13	332	106^	212	165	140	922	273	511	404	442	423	372	242	75^	<<	42^	32^	37^	47^	38^	46^
WED&FRI 3.58P 1 CBS 6										B	4.2	15	374	97	163	114	146	853	268	434	320	355	342	384	233	99	16^	52^	39^	30^	43^	18^	55^
194 88 DD 6										C	4.2	15	374	97	163	114	146	853	268	434	320	355	342	384	233	99	16^	52^	39^	30^	43^	18^	55^
ANOTHER WORLD										A	4.5	16	394	99	245	212	137	886	276	515	400	464	420	307	219	82	28^	38^	41^	13^	30^	29^	15^
MW-F 2.00P 60 NBC 12										B	4.6	17	409	91	230	200	150	880	270	511	392	456	411	306	237	83	23^	60^	47^	22^	30^	35^	16^
201 98 DD 12										C	4.6	17	409	91	230	200	150	880	270	511	392	456	411	306	237	83	23^	60^	47^	22^	30^	35^	16^
2.00 - 2.30										A	4.5	16	394	100	244	213	133	885	288	520	404	463	409	305	223	86	27^	29^	36^	14^	35^	33^	16^
2.30 - 3.00										A	4.5	16	399	96	242	207	139	878	261	504	391	460	426	304	213	77	29^	46^	46^	11^	26^	24^	13^
AS THE WORLD TURNS										A	5.6	20	493	120	158	121	111	922	226	456	359	433	429	392	256	108	27^	17^	30^	19^	15^	31^	3^
WED-FRI 2.00P 60 CBS 10										B	5.7	21	501	114	143	101	138	895	241	437	336	399	380	396	247	126	27^	53^	54^	19^	23^	28^	13^
206 97 DD 10										C	5.7	21	501	114	143	101	138	895	241	437	336	399	380	396	247	126	27^	53^	54^	19^	23^	28^	13^
2.00 - 2.30										A	5.4	20	475	122	156	122	99	929	226	454	363	444	430	394	256	111	26^	13^	25^	14^	18^	32^	<<
2.30 - 3.00										A	5.7	20	508	120	160	120	124	921	227	461	358	426	430	392	257	107	27^	20^	36^	23^	13^	30^	6^
BOLD AND THE BEAUTIFUL										A	4.3	16	377	134	188	159	97	926	233	492	402	463	441	373	270	111	17^	11^	16^	33^	25^	46^	12^
TUE-FRI 1.30P 30 CBS 12										B	4.3	16	378	117	161	126	125	905	245	464	369	420	388	390	249	119	24^	45^	44^	25^	32^	41^	16^
192 89 DD 12										C	4.3	16	378	117	161	126	125	905	245	464	369	420	388	390	249	119	24^	45^	44^	25^	32^	41^	16^
BOLD AND THE BEAUTIFUL(B)										A	3.9	15	346	113^	167^	145^	122^	913	236	486	381	414	400	393	220	128^	<<	17^	17^	38^	23^	31^	30^
MON 1.30P 30 CBS																																	
174 78 DD																																	
CLASSIC CONCENTRATION										A	2.6	13	232	86^	133^	100^	77^	825	189	369	303	337	365	422	316	145	<<	23^	13^	33^	19^	36^	16^
MON-FRI 10.30A 30 NBC 15										B	2.8	13	250	65^	152	112	108	765	188	357	280	334	325	355	296	116	19^	48^	40^	39^	50^	41^	48^
137 72 QG 15										C	2.8	13	250	65^	152	112	108	765	188	357	280	334	325	355	296	116	19^	48^	40^	39^	50^	41^	48^
CONSTITUTION DAY(S)										A	2.9	14	257	118^	131^	112^	68^	831	207^	373	305	342	321	421	298	118^	4^	<<	4^	26^	51^	58^	19^
CONT'D																																	

## PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 14-20, 1987

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0.000	LOH WORKING			W O M E N						M E N		T E E N S			C H I L D R E N								
									18-49	WOMEN		15-		18-		18-	25-	25-	35-			MALE	FEM.	TOT.	MALE	FEM.	TOT.	TOT.			
									W/CH	18+	49	24	TOTAL	34	49	49	54	64	55+	TOTAL	55+	12-	12-	15-	2-	2-	2-	6-			
#STNS	CVG%	TYPE			%	%		<3	18+	49	24	TOTAL	34	49	49	54	64	55+	TOTAL	55+	17	17	17	11	11	5	11				
MONDAY-FRIDAY DAYTIME CONT'D																															
CONSTITUTION DAY(S)-CONT'D																															
THU	11.30A	30	NBC																												
	206	99	DN																												
DAYS OF OUR LIVES																															
MON-FRI	1.00P	60	NBC	14	A	6.1	22	537	97	177	147	147	860	289	496	371	430	397	305	254	88	23^	34^	44^	25^	46^	53^	18^			
	205	99	DD	14	B	6.4	23	568	95	182	152	172	837	281	492	368	431	388	282	248	87	37^	77	74	29^	40^	47	22^			
	1.00 - 1.30				C	6.4	23	568	95	182	152	172	837	281	492	368	431	388	282	248	87	37^	77	74	29^	40^	47	22^			
	1.30 - 2.00				A	5.9	21	519	98	183	155	147	866	290	498	370	427	394	312	272	93	21^	26^	40^	29^	45^	55^	19^			
					A	6.2	23	548	97	174	141	149	866	291	501	378	439	405	303	241	83	26^	41^	48^	23^	47^	51^	18^			
GENERAL HOSPITAL																															
MW-F	3.00P	60	ABC	13	A	7.9	28	700	136	234	208	167	906	385	570	444	506	363	275	213	68	28^	65	54	41^	35^	56	20^			
	214	99	DD	13	B	7.9	28	699	115	227	200	167	854	356	535	416	481	344	254	229	74	29^	78	59	40	47	47	40			
	3.00 - 3.30				C	7.9	28	699	115	227	200	167	854	356	535	416	481	344	254	229	74	29^	78	59	40	47	47	40			
	3.30 - 4.00				A	7.9	28	696	136	220	196	164	902	385	569	443	505	362	271	209	68	29^	64	49	39^	34^	57	16^			
					A	8.0	27	709	136	246	217	168	905	382	567	443	503	361	278	216	68	27^	66	58	43^	36^	55	24^			
GUIDING LIGHT																															
WED-FRI	3.00P	60	CBS	11	A	5.4	19	478	114	196	143	141	916	250	459	339	369	396	427	248	97	10v	22^	23^	34^	18v	31^	21^			
	207	99	DD	11	B	5.1	18	453	104	163	108	150	880	255	433	323	358	353	412	240	116	10v	57^	45^	31^	28^	28^	32^			
					C	5.1	18	453	104	163	108	150	880	255	433	323	358	353	412	240	116	10v	57^	45^	31^	28^	28^	32^			
3.00 - 3.30																															
3.30 - 4.00																															
LOVING																															
MW-F	12.30P	30	ABC	13	A	4.3	17	383	138	266	245	165	886	415	596	447	498	344	239	238	75^	16v	22^	19v	55^	37^	61^	32^			
	175	88	DD	13	B	4.3	17	379	144	254	227	169	867	389	597	457	502	362	225	225	75	17^	58^	35^	62^	52^	71	43^			
					C	4.3	17	379	144	254	227	169	867	389	597	457	502	362	225	225	75	17^	58^	35^	62^	52^	71	43^			
LOVING(B)																															
TUE	12.30P	30	ABC		A	3.5	14	310	174^	226	226	161^	888	478	673	531	563	273	182^	294	77^	5v	18v	23v	130^	44v	143^	31v			
	159	73	DD																												
MR. BELVEDERE-M-F																															
MON-FRI	11.30A	30	ABC	9	A	2.7	12	236	140^	221	182	169	806	386	544	406	438	295	229	286	67^	30v	34v	38^	91^	50^	90^	51^			
	136	70	CS	9	B	2.6	12	231	139	240	213	187	800	396	568	417	445	282	204	271	54^	35^	50^	47^	104^	48^	109^	43^			
					C	2.6	12	231	139	240	213	187	800	396	568	417	445	282	204	271	54^	35^	50^	47^	104^	48^	109^	43^			
NBC NEWS DIGEST-DAYTIME																															
MW-F	2.57P	1	NBC	10	A	4.1	15	363	83^	219	182	114	837	221	465	382	441	415	314	258	91^	29^	60^	49^	23v	24v	28^	19v			
	189	95	N	10	B	3.3	15	295	86^	214	180	130	835	241	471	373	437	400	300	251	78^	31^	63^	49^	28^	26^	36^	18v			
					C	3.3	15	295	86^	214	180	130	835	241	471	373	437	400	300	251	78^	31^	63^	49^	28^	26^	36^	18v			
NEW CARD SHARKS																															
M-WF	10.30A	30	CBS	13	A	2.9	14	259	83^	145	92^	65^	725	215	327	270	326	335	342	483	267	13v	17v	8v	46^	51^	71^	26v			
	154	71	QP	13	B	3.2	15	284	77^	141	103	75^	701	204	322	259	312	309	325	440	265	20v	24^	15v	55^	71^	63^	63^			
					C	3.2	15	284	77^	141	103	75^	701	204	322	259	312	309	325	440	265	20v	24^	15v	55^	71^	63^	63^			
NEW CARD SHARKS-TUE(B)																															
TUE	2.00P	30	CBS		A	4.4	18	390	118^	124^	116^	122^	897	298	513	391	431	322	344	287	151^	33v	16v	15v	78^	15v	73^	20v			
	187	79	QP																												
NEWSBREAK-11.57																															
CONT'D					A	4.9	22	436	67^	140	99	58^	768	157	306	251	282	347	431	389	190	16v	6v	6v	39^	61^	59^	41^			

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

## PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 14-20, 1987

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
									LOH WORKING			W O M E N								M E N		T E E N S			C H I L D R E N			
									18-49	WOMEN		15-	18-	18-	25-	25-	35-			TOTAL	55+	MALE	FEM.	TOT.	MALE	FEM.	TOT.	TOT.
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	W/CH	18+	49	24	TOTAL	34	49	49	54	64	55+	TOTAL	55+	12-	12-	15	2	2-	2-	6-	
#STNS	CVG%	TYPE			%	%		<3	18+	49											17	17	17	11	11	5	11	
MONDAY-FRIDAY DAYTIME CONT'D																												
NEWSBREAK-11.57-CONT'D																												
M-WF	11.57A	2	CBS	13	B	5.1	21	453	61	139	98	86	721	178	311	242	286	299	367	377	184	38^	35^	29^	42^	63	46^	59
	180	86	N	13	C	5.1	21	453	61	139	98	86	721	178	311	242	286	299	367	377	184	38^	35^	29^	42^	63	46^	59
NEWSBREAK-3.44																												
WED	3.41P	1	CBS	11	A	4.7	16	413	89	212	134	93	925	208	413	329	362	436	479	278	104	14v	9v	13v	32^	25^	28^	28^
	193	93	N	11	B	4.5	16	401	74	176	108	126	890	239	406	304	341	370	446	249	119	9v	38^	27^	25^	34^	22^	37^
	3.43P	1			C	4.5	16	401	74	176	108	126	890	239	406	304	341	370	446	249	119	9v	38^	27^	25^	34^	22^	37^
THU	3.43P	1																										
FRI	3.42P	1																										
ONE LIFE TO LIVE																												
MTHF	2.00P	60	ABC	12	A	7.7	28	681	150	217	191	139	896	364	553	435	496	372	282	221	82	9v	31^	23^	37^	35^	53	19^
	213	98	DD	12	B	7.6	28	676	138	221	197	157	873	373	557	433	490	345	258	225	85	20^	54	38^	41^	49	51	39^
	2.10P	50			C	7.6	28	676	138	221	197	157	873	373	557	433	490	345	258	225	85	20^	54	38^	41^	49	51	39^
WED	2.00 - 2.30				A	7.6	28	675	150	220	193	132	883	352	543	433	492	373	281	231	86	9v	28^	25^	37^	35^	52	19^
	2.30 - 3.00				A	7.8	28	689	149	213	188	145	905	374	562	437	499	371	282	211	78	9v	35^	21^	38^	36^	54	19^
PRICE IS RIGHT 1																												
M-WF	11.00A	30	CBS	12	A	4.5	21	401	102	141	100	58^	750	184	317	267	302	335	397	417	221	11v	13v	8v	69^	69^	98	40^
					B	5.0	23	441	96	137	100	91	721	199	325	253	287	282	363	373	210	21^	31^	24^	56^	76	73	58^
PRICE IS RIGHT 2																												
M-WF	11.30A	30	CBS	12	A	5.8	26	514	87	141	105	63	768	189	323	265	299	325	411	426	214	14v	11v	11v	54^	63	86	31^
	206	95	AP	12	B	6.4	28	563	77	136	102	88	703	182	303	235	271	276	363	392	207	34^	33^	38^	47^	65	63	50^
					C	6.4	28	563	77	136	102	88	703	182	303	235	271	276	363	392	207	34^	33^	38^	47^	65	63	50^
RYAN'S HOPE																												
MON-FRI	12.00N	30	ABC	14	A	3.2	13	287	143	277	254	163	898	475	667	531	573	321	189	194	49^	15v	37^	36^	83^	57^	89^	52^
	162	78	DD	14	B	3.2	13	284	117	278	254	170	859	416	621	496	543	345	190	214	52^	38^	83^	68^	77^	57^	82^	52^
					C	3.2	13	284	117	278	254	170	859	416	621	496	543	345	190	214	52^	38^	83^	68^	77^	57^	82^	52^
SALE OF THE CENTURY																												
MON-FRI	10.00A	30	NBC	15	A	2.4	12	214	93^	124^	109^	68^	820	216	387	330	343	301	420	414	202	<<	28v	12v	36v	32v	56^	12v
	142	72	QG	15	B	2.6	12	229	67^	138	112^	89^	743	160	349	288	323	298	359	395	169	10v	47^	34^	40^	49^	51^	37^
					C	2.6	12	229	67^	138	112^	89^	743	160	349	288	323	298	359	395	169	10v	47^	34^	40^	49^	51^	37^
SANTA BARBARA																												
MW-F	3.00P	60	NBC	13	A	4.6	16	405	90	265	208	179	865	257	504	380	457	429	284	205	83	42^	102	81	15v	41^	19^	37^
	196	98	DD	13	B	4.6	16	408	93	226	183	180	837	266	494	377	451	396	269	232	89	35^	112	85	24^	47^	39^	33^
	3.00 - 3.30				C	4.6	16	408	93	226	183	180	837	266	494	377	451	396	269	232	89	35^	112	85	24^	47^	39^	33^
	3.30 - 4.00				A	4.4	16	390	95	271	216	172	866	261	506	382	463	428	279	195	80	39^	91	73^	12v	38^	22^	28^
					A	4.8	16	425	86	256	198	183	855	250	497	374	447	425	285	212	85	43^	110	87	17v	44^	16v	44^
SCRABBLE																												
MW-F	12.30P	30	NBC	8	A	3.1	12	277	97^	145	125	76^	802	219	388	321	348	316	388	318	154	26v	10v	19v	40^	48^	67^	21v
	152	80	QG	8	B	3.2	12	280	88^	121	98^	78^	776	206	351	282	326	304	381	316	144	36^	22v	30^	33^	42^	50^	25v
					C	3.2	12	280	88^	121	98^	78^	776	206	351	282	326	304	381	316	144	36^	22v	30^	33^	42^	50^	25v
SCRABBLE(B)																												
TUE	12.30P	30	NBC		A	2.3	9	204	87^	54v	49v	126^	849	215^	375	274^	317	329	431	304^	146^	<<	25v	25v	101^	81v	157^	24v
	128	63	QG																									

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.



## PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 14-20, 1987

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
DAY	TIME	DUR	NET #STNS CVG%	OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0.000	LOH		WORKING		W O M E N						M E N		T E E N S			C H I L D R E N						
									18-49 W/CH	WOMEN	18- 49	15- 24	TOTAL	18- 34	49	18- 49	25- 54	25- 64	35- 55+	TOTAL	55+	MALE 12- 17	FEM. 12- 17	TOT. 15- 17	MALE 2- 11	FEM. 2- 11	TOT. 5- 11	TOT. 6- 11		
MONDAY-FRIDAY DAYTIME CONT'D																														
SUPER PASSWORD					A	2.7	11	236	60^	105^	85^	77^	722	172	295	243	318	293	352	401	189	16v	27v	34v	29v	53^	56^	26v		
MON-FRI 12.00N					B	3.3	13	288	79^	86^	71^	105	708	176	294	230	281	267	363	355	145	22v	70^	55^	40^	61^	67^	35^		
150 69 QG					C	3.3	13	288	79^	86^	71^	105	708	176	294	230	281	267	363	355	145	22v	70^	55^	40^	61^	67^	35^		
\$25,000 PYRAMID					A	2.7	13	236	103^	128^	88^	64^	805	216	360	301	388	390	358	424	242	11v	5v	5v	39v	43^	57^	25v		
MON-WED 10.00A					B	3.1	15	275	79^	162	108	74^	747	203	333	268	355	354	327	410	239	18v	16v	12v	46^	49^	43^	52^		
159 75 QP					C	3.1	15	275	79^	162	108	74^	747	203	333	268	355	354	327	410	239	18v	16v	12v	46^	49^	43^	52^		
\$25,000 PYRAMID(B)					A	2.8	15	248	102^	156^	51v	40v	678	228^	281	241^	315	251^	323	382	183^	23v	<<	<<	44v	51v	95^	<<		
FRI 10.00A																														
159 71 QP																														
US OPEN TENNIS-MON(S)					A	4.2	13	372	54^	104^	70^	55^	564	108^	191	141^	187	216	327	555	317	26v	6v	13v	41v	6v	22v	24v		
MON 2.00P																														
203 98 SE																														
2.00 - 2.30					A	3.1	12	275	130^	75^	70^	104^	665	167^	335	244	265	239	308	360	245	55v	12v	15v	89^	14v	61^	41v		
2.30 - 3.00					A	3.1	12	275	80^	40v	39v	63^	621	111^	235	172^	191^	193^	367	542	362	46v	<<	12v	80^	<<	39v	41v		
3.00 - 3.30					A	3.6	13	319	75^	88^	62^	40v	572	97^	224	184^	216	239	316	544	351	19v	<<	2v	51v	6v	17v	39v		
3.30 - 4.00					A	3.8	13	337	53^	91^	43v	49v	543	87^	192	145^	192	234	304	498	312	13v	2v	5v	49^	9v	20v	38v		
4.00 - 4.30					A	4.0	14	354	60^	62^	28v	43v	579	100^	163^	121^	218	239	319	530	305	34v	2v	16v	59^	14v	144v	30v		
4.30 - 5.00					A	4.2	13	372	66^	65^	37v	65^	508	109^	135^	82^	151^	169^	304	596	330	27v	11v	20v	51^	4v	112v	44v		
5.00 - 5.30					A	4.4	13	390	34v	77^	41v	67^	514	91^	148^	97^	149^	176	313	607	342	22v	16v	22v	33v	<<	3v	30v		
5.30 - 6.00					A	4.8	13	425	25v	114^	85^	60^	544	90^	168	121^	158	195	340	612	319	9v	14v	22v	7v	<<	7v			
6.00 - 6.30					A	5.3	13	470	23v	152	107^	43^	539	102^	161	118^	157	210	339	591	322	25v	<<	9v	13v	14v	25v	2v		
6.30 - 7.00					A	5.7	13	505	43^	187	133	41^	578	127	202	161	205	258	332	563	277	26v	<<	11v	20v	<<	19v	<<		
7.00 - 7.30					A	6.3	14	558	49^	208	141	14v	623	129	191	177	205	238	404	598	330	16v	<<	5v	32^	8v	32^	8v		
WHEEL OF FORTUNE					A	4.8	22	422	74^	169	130	52^	848	168	343	299	358	376	447	370	155	5v	15v	12v	23^	37^	39^	21^		
MON-FRI 11.00A					B	5.2	24	456	69	156	113	88	790	184	335	268	323	310	401	361	155	11v	34^	28^	30^	47^	49^	28^		
202 96 QG					C	5.2	24	456	69	156	113	88	790	184	335	268	323	310	401	361	155	11v	34^	28^	30^	47^	49^	28^		
WHO'S THE BOSS? M-F					A	3.3	16	294	141	288	252	159	813	388	581	447	484	322	194	246	71^	33^	40^	54^	98^	39^	100^	37^		
MON-FRI 11.00A					B	3.8	17	339	125	237	208	171	735	339	542	428	469	313	151	244	60^	61^	91	102	102	65^	110	57^		
156 84 CS					C	3.8	17	339	125	237	208	171	735	339	542	428	469	313	151	244	60^	61^	91	102	102	65^	110	57^		
WIN, LOSE OR DRAW					A	3.8	17	332	100	153	131	76^	797	196	415	348	413	392	317	326	124	9v	12v	16v	45^	63^	79^	29^		
M-WF 11.30A					B	3.8	17	339	111	164	139	95	808	218	418	336	403	359	323	313	111	15v	26^	22^	38^	63^	74^	28^		
187 87 QG					C	3.8	17	339	111	164	139	95	808	218	418	336	403	359	323	313	111	15v	26^	22^	38^	63^	74^	28^		
YOUNG AND THE RESTLESS					A	6.3	25	558	105	187	154	118	905	262	489	381	425	403	372	294	141	8v	13v	15v	30^	33^	40^	24^		
TUE 12.31P					B	6.8	26	601	97	172	141	139	853	269	462	355	408	354	339	270	128	22^	49	46^	22^	43^	45^	20^		
206 96 DD					C	6.8	26	601	97	172	141	139	853	269	462	355	408	354	339	270	128	22^	49	46^	22^	43^	45^	20^		
12.31P 13																														
& 1.01P 29																														
CONT'D																														

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

## PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 14-20, 1987

PROGRAM NAME  DAY      TIME      DUR      NET      NO. #STNS    CVG%    TYPE    T/C    OF										K E Y	HOUSEHOLD AUDIENCES  AVG.      AVG. AUD.    SH    AUD. %      %    0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
													LOH WORKING 18-49    WOMEN				W O M E N								M E N		T E E N S			C H I L D R E N				
												18- W/CH	18- 49	15	18- 24	18- 34	18- 49	25- 49	25- 54	35- 64	55+	TOTAL	55+	12- 17	12- 17	15- 17	2- 11	2- 11	2- 5	6- 11				
MONDAY-FRIDAY DAYTIME CONT'D																																		
YOUNG AND THE RESTLESS-CONT'D																																		
WED-FRI 12.30P 60																																		
12.30 - 1.00										A		6.1	25	538	96	192	160	117	898	270	480	371	411	390	379	303	148	10v	12v	15^	32^	39^	44^	26^
1.00 - 1.30										A		6.5	25	578	112	182	148	118	904	253	493	387	434	411	364	285	134	7v	14^	16^	29^	28^	36^	21^
YOUNG AND THE RESTLESS(B)										A		4.3	18	381	132^	168	141^	85^	992	316	549	464	523	382	384	245	159^	<<	<<	<<	55^	64^	76^	43v
TUE 12.44P 17 CBS																																		
79 56 DD																																		
12.30 - 1.00										A		4.3	18	381	133^	171	143^	85^	993	318	552	467	525	382	383	244	158^	<<	<<	<<	55^	64^	76^	43v
1.00 - 1.30										A		4.3	17	381	109^	127^	100^	75^	976	272	489	414	486	393	416	257	166^	<<	<<	<<	54^	57^	68^	42v
YOUNG AND THE RESTLESS(B)										A		6.2	24	549	126	141	117	116	867	289	451	344	390	320	371	279	159	10v	10v	20v	34^	26v	27v	33^
MON 12.30P 60 CBS																																		
185 84 DD																																		
12.30 - 1.00										A		6.0	24	532	117^	142	121	113^	852	286	443	339	379	313	370	297	162	11v	10v	21v	37^	28v	28v	38^
1.00 - 1.30										A		6.3	24	558	137	142	115	121	895	296	465	354	406	333	378	265	160	9v	10v	19v	32^	24v	27v	29v

## PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 14-20, 1987

PROGRAM NAME DAY TIME DUR NET NO. OF #STNS CVG% TYPE T/C										K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
													TOT. PERS. (2+)	WOMEN		MEN		T E E N S					C H I L D R E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
											AVG. AUD. %	SH %		AVG. AUD. 0,000	15- 24	18- 49	15- 24	TOTAL	TOTAL	MALE	FEM.	TOT.	TOT.	TOTAL	MALE	FEM.	TOT.	TOT.	MALE	FEM.	TOT.	TOT.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.



## PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 14-20, 1987

PROGRAM NAME										HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
DAY	TIME	DUR	NET	NO. OF	KEY	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS. (2+)	WOMEN		MEN		T E E N S					C H I L D R E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
#STNS	CVG%	TYPE	T/C	15-24						18-49	15-24	TOTAL	TOTAL	MALE	FEM.	TOTAL	TOTAL	2-11	2-11	2-11	2-11	5-11	6-11	6-11	6-11	9-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
WEEKEND DAYTIME CHILDREN CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
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## PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 14-20, 1987

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS. (2+)	WOMEN			MEN		T E E N S					C H I L D R E N													
									15-24		TOTAL	49	15-24	TOTAL	TOTAL	MALE	FEM.	TOT.	TOT.	TOTAL	MALE	FEM.	TOT.	TOT.	MALE	FEM.	TOT.	TOT.				
#STNS	CVG%	TYPE							24			24			17	17	17	14	17	11	11	11	5	11	11	11	8	11				
WEEKEND DAYTIME CHILDREN CONT'D																																
ONE TO GROW ON-12:28PM-CONT'D																																
	150	80	CN	2	C	3.3	12	288	1252	149^	329	279	86^	211	203	84^	118^	125^	77^	509	247	262	190	319	133^	186	138^	181				
PEE WEE'S PLAYHOUSE																																
SAT	10.00A	30	CBS	1	A	6.0	21	532	1554	74^	253	215	35^	245	192	74^	118^	144	48^	864	506	358	397	467	272	195	275	192				
	209	99	CL	1	B	6.0	21	532	1554	74^	253	215	35^	245	192	74^	118^	144	48^	864	506	358	397	467	272	195	275	192				
					C	6.0	21	532	1554	74^	253	215	35^	245	192	74^	118^	144	48^	864	506	358	397	467	272	195	275	192				
POPEYE & SON																																
SAT	11.00A	30	CBS	1	A	4.1	14	363	1340	35^	215	166^	72^	243	204	140^	64^	128^	76^	677	421	257	284	393	283	111^	213	181				
	186	90	CA	1	B	4.1	14	363	1340	35^	215	166^	72^	243	204	140^	64^	128^	76^	677	421	257	284	393	283	111^	213	181				
					C	4.1	14	363	1340	35^	215	166^	72^	243	204	140^	64^	128^	76^	677	421	257	284	393	283	111^	213	181				
REAL GHOST BUSTERS SPEC.(S)																																
SAT	10.30A	30	ABC		A	4.6	16	408	1588	136^	300	232	108^	167	219	136^	83^	122^	97^	902	591	310	454	448	302	146^	219	229				
	205	96	CA																													
SMURFS I																																
SAT	8.30A	30	NBC	2	A	3.8	19	337	1314	91^	342	270	70^	206	163^	98^	64^	92^	70^	603	324	279	178^	425	237	188^	215	210				
	203	98	CA	2	B	4.6	24	408	1406	70^	331	263	66^	206	176	97^	79^	104^	72^	694	359	334	233	460	241	219	223	237				
					C	4.6	24	408	1406	70^	331	263	66^	206	176	97^	79^	104^	72^	694	359	334	233	460	241	219	223	237				
SMURFS II																																
SAT	9.00A	30	NBC	2	A	5.2	22	461	1365	109^	326	242	105^	260	202	119^	84^	118^	84^	577	281	296	228	349	179	170	192	157				
					B	6.0	26	527	1424	88	331	263	90	230	185	96	89	109	77^	678	328	350	264	414	211	204	228	187				
SMURFS III																																
SAT	9.30A	30	NBC	2	A	6.0	23	532	1408	123	326	245	88^	239	212	139	73^	132	80^	631	305	326	225	406	207	199	204	201				
	203	98	CA	2	B	6.7	26	594	1375	102	318	249	89	216	194	121	73^	116	78	648	312	335	241	407	209	198	215	192				
					C	6.7	26	594	1375	102	318	249	89	216	194	121	73^	116	78	648	312	335	241	407	209	198	215	192				
TEEN WOLF																																
SAT	11.30A	30	CBS	1	A	3.9	14	346	1474	103^	285	256	62^	201	240	123^	117^	161^	78^	749	416	333	300	450	302	147^	200	250				
	178	85	CA	1	B	3.9	14	346	1474	103^	285	256	62^	201	240	123^	117^	161^	78^	749	416	333	300	450	302	147^	200	250				
					C	3.9	14	346	1474	103^	285	256	62^	201	240	123^	117^	161^	78^	749	416	333	300	450	302	147^	200	250				

SEP. 14-20, 1987

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	TEENS			CHO																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. WORK. PERS ING WOM.	W O M E N				M E N											TOT. MALE																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
									18-		18+	TOTAL	49	21+	54	TOTAL	24	34	49	21+	49	54	49	54	64	55+	12-	12-	2-																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
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## PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 14-20, 1987

PROGRAM NAME DAY TIME DUR NET NO. #STNS CVG% TYPE T/C					HOUSEHOLD AUDIENCES K E Y AVG. SH. AVG. AUD. % AUD. 0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	T E E N S TOT. MALE TOT.		CHD TOT.			
							TOT. WORK. PERS ING WOM. (2+)	W O M E N				M E N																	
								18- TOTAL 49	25- 21+ 54	18- TOTAL 24	18- 34	18- 49	21- 21+ 49	21- 54	25- 49	25- 54	35- 64 55+	12- 17	12- 17	2- 11									
WEEKEND DAYTIME SPORTS CONT'D																													
CBS COLLEGE FOOTBALL GAME-CONT'D																													
	5.00 - 5.30				A	5.2	15	461	1451	122^	462	236	446	248	821	46^	280	461	801	440	502	415	476	365	299	131^	76^	37^	
	5.30 - 6.00				A	5.4	15	478	1403	136	460	237	434	247	826	40^	239	442	803	419	493	403	477	376	310	92^	50^	25^	
	6.00 - 6.30				A	4.8	13	425	1352	142^	521	215	494	222	701	40^	183	353	688	340	391	313	364	318	297	118^	30^	12^	
CBS NFL TODAY																													
SUN	12.30P	30	CBS	2	A	6.3	21	558	1381	225	487	294	484	272	727	90^	298	479	712	464	507	389	432	325	205	44^	17^	124	
	206	99	SC	2	B	6.3	20	554	1365	191	444	262	435	256	751	99	296	484	715	448	504	385	442	347	210	57^	43^	113	
					C	6.3	20	554	1365	191	444	262	435	256	751	99	296	484	715	448	504	385	442	347	210	57^	43^	113	
CBS NFL FOOTBALL GAME 1																													
SUN	1.00P	187	CBS	2	A	14.7	38	1302	1622	238	511	329	497	293	899	126	336	569	864	534	606	443	515	440	258	93	60	119	
	206	99	SE	2	B	14.1	36	1248	1580	221	494	292	480	274	882	113	309	555	845	517	589	441	513	446	256	86	61	118	
					C	14.1	36	1248	1580	221	494	292	480	274	882	113	309	555	845	517	589	441	513	446	256	86	61	118	
VARIOUS TEAMS AND TIMES																													
	1.00 - 1.30				A	12.2	36	1081	1576	198	486	316	473	291	866	90	320	555	843	532	598	465	531	414	245	83	49^	140	
	1.30 - 2.00				A	14.5	40	1285	1610	214	480	316	470	287	901	132	347	586	864	550	618	454	522	434	246	93	59	136	
	2.00 - 2.30				A	14.9	39	1320	1598	241	499	324	490	289	881	135	337	565	850	533	606	430	503	435	243	87	60	131	
	2.30 - 3.00				A	14.2	36	1258	1673	268	535	353	524	303	920	139	366	588	882	551	619	450	518	427	263	101	74	118	
	3.00 - 3.30				A	15.5	39	1373	1640	260	516	338	503	298	916	138	342	564	880	528	606	427	505	447	274	97	62	111	
CBS NFL FOOTBALL GAME 2																													
SUN	4.25P	176	CBS	1	A	13.5	30	1196	1609	242	539	282	527	298	878	66	269	523	860	505	583	457	535	464	277	91	60	100	
	202	81	SE	1	B	13.5	30	1196	1609	242	539	282	527	298	878	66	269	523	860	505	583	457	535	464	277	91	60	100	
					C	13.5	30	1196	1609	242	539	282	527	298	978	66	269	523	860	505	583	457	535	464	277	91	60	100	
VARIOUS TEAMS AND TIMES																													
	4.00 - 4.30				A	10.6	25	939	1456	174	455	230	434	231	830	82	289	502	793	465	531	419	485	396	263	72	49^	99	
	4.30 - 5.00				A	11.4	27	1010	1561	212	483	252	467	264	890	68	272	517	858	485	552	449	517	449	305	78	50^	110	
	5.00 - 5.30				A	13.0	32	1152	1626	229	506	268	494	288	919	74	274	562	895	537	611	488	561	490	284	93	51^	109	
	5.30 - 6.00				A	12.7	30	1125	1599	244	527	277	516	298	902	84	272	564	880	542	623	480	561	500	257	86	58	84	
	6.00 - 6.30				A	13.2	32	1170	1644	257	555	302	544	319	903	63	289	544	889	529	620	481	571	485	269	94	69	92	
	6.30 - 7.00				A	14.6	30	1294	1623	265	564	301	553	314	843	52	257	491	835	483	557	439	513	444	278	111	72	104	
	7.00 - 7.30				A	18.6	36	1648	1589	248	601	292	592	301	804	52	245	455	797	448	521	403	477	410	276	84	57	99	
NBC MAJOR LEAGUE PRE GAME																													
SAT	1.30P	18	NBC	3	A	3.2	11	284	1375	160^	464	279	396	164^	679	150^	307	454	619	394	411	304	321	236	207^	78^	40^	154^	
	184	96	SC	3	B	4.1	14	359	1397	129	448	252	407	196	601	137	289	399	526	324	345	262	283	198	181	95^	46^	253	
					C	4.1	14	359	1397	129	448	252	407	196	601	137	289	399	526	324	345	262	283	198	181	95^	46^	253	
NBC MAJOR LEAGUE BASEBALL																													
SAT	1.48P	174	NBC	3	A	4.9	15	434	1317	120^	501	228	443	169	678	53^	222	326	661	310	363	274	326	255	299	50^	25^	88^	
	188	98	SE	3	B	5.5	17	485	1340	130	496	224	467	191	668	79	213	326	632	290	339	248	296	246	293	55^	30^	121	
					C	5.5	17	485	1340	130	496	224	467	191	668	79	213	326	632	290	339	248	296	246	293	55^	30^	121	
VARIOUS TEAMS AND TIMES																													
	1.30 - 2.00				A	3.3	11	292	1487	184^	537	326	457	202^	743	104^	343	436	692	386	426	333	373	231	266	74^	31^	133^	
CONT'D																													

## PROGRAM AUDIENCE ESTIMATES (Alpha)

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PROGRAM NAME DAY TIME DUR NET OF #STNS CVG% TYPE T/C						K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				T E E N S		CHD TOT.
							AVG. AUD. %	AVG. SH %	PERS ING WOM. (2+)	18+	W O M E N				M E N										12-	12-					
											18-	25-	18-	18-	18-	21-	21-	25-	25-	35-	35-										
										TOTAL	49	21+	54	TOTAL	24	34	49	21+	49	54	49	54	64	55+	17	17	11				
WEEKEND DAYTIME SPORTS CONT'D																															
NBC MAJOR LEAGUE BASEBALL-CONT'D																															
2.00 - 2.30						A	4.1	14	363	1329	99^	448	230	392	155^	724	86^	257	379	684	339	408	293	362	288	276	47^	21^	109^		
2.30 - 3.00						A	4.9	16	434	1264	127^	450	204	408	152	667	71^	218	349	636	317	388	278	349	289	249	55^	27^	92^		
3.00 - 3.30						A	5.2	16	461	1248	124^	483	209	423	158	676	51^	223	342	664	331	387	291	348	276	277	56^	16^	32^		
3.30 - 4.00						A	5.2	16	461	1290	108^	533	232	470	163	645	30^	204	283	645	283	312	254	282	210	334	50^	26^	62^		
4.00 - 4.30						A	5.3	16	470	1311	117^	534	233	459	164	663	29^	179	273	660	269	315	244	289	229	345	29^	28^	86^		
4.30 - 5.00						A	5.4	16	478	1390	131^	526	221	477	202	678	53^	197	286	667	274	343	233	302	267	324	66^	53^	121^		
NFL LIVE						A	4.2	14	372	1389	208	438	266	428	238	707	100^	313	486	655	434	499	386	451	320	156^	93^	53^	150^		
SUN 12.30P 30 NBC 2						B	4.4	14	390	1415	206	433	259	425	235	764	142	371	555	704	495	543	413	461	311	161	83^	62^	134		
206 99 SC 2						C	4.4	14	390	1415	206	433	259	425	235	764	142	371	555	704	495	543	413	461	311	161	83^	62^	134		
NFL SINGLE						A	10.8	27	957	1670	283	554	353	544	311	937	183	403	607	871	541	609	424	492	381	262	84	52^	95		
SUN 1.00P 207 NBC 1						B	10.8	27	957	1670	283	554	353	544	311	937	183	403	607	871	541	609	424	492	381	262	84	52^	95		
206 99 SE 1						C	10.8	27	957	1670	283	554	353	544	311	937	183	403	607	871	541	609	424	492	381	262	84	52^	95		
VARIOUS TEAMS AND TIMES						A	8.3	23	735	1518	249	479	322	474	249	849	154	385	573	804	528	589	419	479	350	216	81^	45^	109		
1.00 - 1.30						A	10.2	28	904	1645	259	515	343	505	289	930	173	400	600	870	539	616	427	504	391	254	85	48^	114		
1.30 - 2.00																															
2.00 - 2.30						A	11.2	29	992	1630	273	522	328	516	276	926	161	375	590	872	536	608	429	500	405	265	78	50^	105		
2.30 - 3.00						A	10.7	27	948	1699	288	571	352	566	319	954	192	412	609	884	539	608	417	486	385	276	76	53^	98		
3.00 - 3.30						A	11.6	29	1028	1725	305	597	379	581	342	960	204	430	628	885	553	622	425	494	370	263	77	44^	91		
3.30 - 4.00						A	11.7	28	1037	1710	305	585	373	571	344	966	196	432	628	892	554	621	432	499	357	271	74	49^	85		
4.00 - 4.30						A	10.9	26	966	1785	322	630	394	622	375	957	185	391	617	890	549	612	432	495	389	277	113	68	85		
NFL POST 1						A	4.7	11	416	1691	297	655	416	641	394	840	136^	253	504	776	440	516	368	444	447	261	112^	97^	83^		
SUN 4.28P 15 NBC 1						B	4.7	11	416	1691	297	655	416	641	394	840	136^	253	504	776	440	516	368	444	447	261	112^	97^	83^		
149 75 SC 1						C	4.7	11	416	1691	297	655	416	641	394	840	136^	253	504	776	440	516	368	444	447	261	112^	97^	83^		
VARIOUS TEAMS AND TIMES						A	5.5	13	487	1731	309	664	388	645	412	868	141	282	516	804	451	543	375	467	443	261	117^	105^	82^		
4.00 - 4.30						A	4.5	11	399	1715	300	666	429	651	398	851	137^	252	511	786	446	520	374	448	455	265	114^	97^	85^		
4.30 - 5.00																															

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

## PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 14-20, 1987

PROGRAM NAME DAY      TIME      DUR      NET      NO. #STNS    CVG%    TYPE    T/C						HOUSEHOLD AUDIENCES KEY AVG.      AVG. AUD.    SH    AUD. %      %    0,000			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						TEENS TOT. 12- 17			
									TOT. WORK- PERS    ING WOM.		W O M E N										M E N													
											18- 34	18- 49	25- 21+	25- 49	35- 54	35- 64	35- 55+	TOTAL	18- 34	18- 49	21- 21+	25- 49	25- 49	35- 54	35- 64	35- 55+	TOTAL							
WEEKEND DAYTIME OTHER																																		
ALF SPECIAL(S,R)						A	7.0	24	620	1593	165	380	194	295	326	176	199	159	61^	242	164	196	224	178	120	128	67^	39^						307
SAT      11.00A																																		
201      97      NBC																																		
CS																																		
BUSINESS WORLD						A	1.1	3	97	1130	280^	554^	113^	307^	548^	250^	302^	281^	195^	535^	168^	344^	534^	342^	279^	279^	261^	191^						<<
SUN      12.30P						B	1.3	4	112	1231	237^	617	114^	307^	592	250^	285^	331	275^	498	125^	281^	498	281^	238^	291^	273^	164^						<<
126      77      ABC						C	1.3	4	112	1231	237^	617	114^	307^	592	250^	285^	331	275^	498	125^	281^	498	281^	238^	291^	273^	164^						<<
N																																		
FACE THE NATION						A	2.2	7	195	1349	245^	637	137^	232^	637	225^	326^	302^	305^	552	176^	290^	551	290^	246^	293^	269^	208^						88^
SUN      10.30A						B	2.3	8	207	1244	231	631	106^	237	631	235	328	301	300	517	104^	218	516	217	192	243	263	248						46^
131      82      CBS						C	2.3	8	207	1244	231	631	106^	237	631	235	328	301	300	517	104^	218	516	217	192	243	263	248						46^
CC																																		
HEALTH SHOW						A	2.2	7	195	1421	191^	575	156^	229^	556	207^	210^	257^	344	362	71^	186^	362	186^	186^	246^	189^	116^						114^
SAT      12.30P						B	2.5	8	219	1441	214	551	201	277	529	208	250	237	232	385	180	257	359	231	193	219	124^	102^						161^
154      77      ABC						C	2.5	8	219	1441	214	551	201	277	529	208	250	237	232	385	180	257	359	231	193	219	124^	102^						161^
N																																		
MEET THE PRESS						A	1.5	6	133	1345	115^	705	174^	222^	703	182^	249^	284^	415^	529	208^	298^	491	260^	209^	256^	232^	184^						44^
SUN      9.30A						B	1.5	6	133	1345	115^	705	174^	222^	703	182^	249^	284^	415^	529	208^	298^	491	260^	209^	256^	232^	184^						44^
142      91      NBC						C	1.5	6	133	1345	115^	705	174^	222^	703	182^	249^	284^	415^	529	208^	298^	491	260^	209^	256^	232^	184^						44^
CC																																		
SUNDAY MORNING						A	3.7	16	328	1232	225	662	86^	184^	661	160^	238	289	400	502	73^	190^	501	189^	156^	203	286	265						22^
SUN      9.00A						B	4.1	18	363	1266	245	709	108	246	706	219	288	317	394	477	69^	187	476	186	162	219	269	233						25^
177      96      CBS						C	4.1	18	363	1266	245	709	108	246	706	219	288	317	394	477	69^	187	476	186	162	219	269	233						25^
N						A	3.3	16	292	1241	237	679	99^	199^	679	184^	281	309	383	494	85^	186^	493	186^	146^	184^	264	269						27^
9.00 - 9.30						A	4.0	17	354	1211	234	641	73^	173^	640	144^	222	283	390	507	83^	204	507	204	168^	215	294	255						26^
10.00 - 10.30						A	3.8	14	337	1248	205	670	88^	182^	669	155^	218	276	425	504	52^	179^	500	175^	152^	206	295	271						14^
SUNDAY TODAY						A	1.5	8	133	1398	176^	650	152^	287^	647	233^	284^	283^	312^	550	202^	316^	549	315^	285^	356^	246^	163^						61^
SUN      8.00A						B	1.5	8	133	1398	176^	650	152^	287^	647	233^	284^	283^	312^	550	202^	316^	549	315^	285^	356^	246^	163^						61^
121      88      NBC						C	1.5	8	133	1398	176^	650	152^	287^	647	233^	284^	283^	312^	550	202^	316^	549	315^	285^	356^	246^	163^						61^
N						A	1.0	7	89	1424	199^	698^	207^	336^	698^	279^	329^	280^	313^	501^	168^	260^	501^	240^	249^	278^	238^	212^						<<
8.00 - 8.30						A	1.7	9	151	1386	193^	613	130^	261^	613	221^	272^	263^	302^	609	181^	345^	607	342^	288^	370^	306^	183^						45^
8.30 - 9.00						A	1.9	9	168	1321	138^	623	135^	269^	616	208^	257^	287^	305^	493	228^	303^	493	303^	287^	367^	183^	111^						98^
9.00 - 9.30																																		
THIS WEEK-DAVID BRINKLEY						A	2.5	8	222	1174	202^	647	101^	134^	647	111^	163^	193^	461	480	148^	234^	475	229^	172^	222^	184^	196^						11^
SUN      11.30A						B	3.1	11	275	1289	182	658	107^	190	656	152	206	254	414	525	116^	242	514	230	197	255	241	226						24^
201      99      ABC						C	3.1	11	275	1289	182	658	107^	190	656	152	206	254	414	525	116^	242	514	230	197	255	241	226						24^
N						A	2.5	8	222	1118	215^	629	90^	156^	629	134^	188^	236^	419	433	147^	228^	429	224^	169^	219^	155^	155^						<<
11.30 - 12.00						A	2.6	9	230	1182	181^	639	108^	108^	639	85^	133^	145^	483	507	142^	230^	502	224^	169^	217^	206^	229^						21^
12.00 - 12.30																																		



A-2 **Nielsen NATIONAL TV AUDIENCE ESTIMATES**
**EVE. MON. SEP. 14, 1987**

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	51.4	52.5	54.2	56.5	58.3	60.8	62.1	64.3	66.1	66.6	64.8	63.7	62.5	61.8	59.7	56.4

**ABC TV**

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

HEAD OF THE  
CLASS  
SPECIAL  
(R)(PAE)

NFL MON  
NIGHT  
FOOTBALL-PRE  
(PAE)

NFL MONDAY NIGHT FOOTBALL  
NY GIANTS VS CHICAGO  
(9:00-12:20)(PAE)

6,290	8,420	20,290														
7.1	9.5	22.9	21.4 *			24.4 *		26.6 *					24.3 *			
12	16	40	33 *			38 *		42 *					40 *			
6.9	7.3	8.7	10.2	20.1	22.6	24.3	24.6	26.3	26.8	25.4	23.2					

**CBS TV**

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

CBS EVENING  
NEWS-RATHER(B)  
(7:03-  
7:30)(PAE)

FRANK'S  
PLACE  
SPECIAL

KATE & ALLIE  
(PAE)

NEWHART

DESIGNING  
WOMEN  
(PAE)

CAGNEY & LACEY  
(R)

3,900	13,470	13,820	14,350	13,820	9,570											
4.4	15.2	15.6	16.2	15.6	10.8	11.1 *							10.6 *			
9	26	25	24	24	18	18 *							19 *			
4.3	4.4	14.6	15.7	15.4	15.9	15.9	16.5	15.6	15.6	11.2	11.0	11.0	10.2			

**NBC TV**

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

ALF  
(R)

VALERIE  
(R)

NBC MONDAY NIGHT MOVIES  
IRRECONCILABLE DIFFERENCES

13,020	12,580	11,610														
14.7	14.2	13.1	13.5 *			12.5 *		13.1 *					13.2 *			
25	22	21	20 *			16		21					23			
14.1	14.2	12.8	13.3	12.8	12.8	12.8	13.0	13.0	13.0	13.0	13.0	13.0	13.0	13.0	13.0	13.0

**INDEPENDENT**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

12.1	12.3	11.5	12.5	11.2	10.9	9.2	7.7
23	22	19	20	17	17	15	13

**SUPERSTATIONS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

3.0	2.5	3.0	3.0	2.5	2.6	1.9	1.6
6	5	5	5	4	4	3	3

**PBS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.3	1.8	1.8	2.2	1.4	1.2	1.6	1.5
3	3	3	3	2	2	3	3

**CABLE ORIG.**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

4.6	4.7	5.5	5.8	4.5	4.6	4.8	4.5
9	8	9	9	7	7	8	8

**PAY SERVICES**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.8	1.7	2.6	3.1	3.0	2.9	3.7	3.7
3	3	4	5	5	5	6	6

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

A-4 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. SEP.15, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	51.3	52.8	54.7	56.2	57.5	59.9	62.1	63.2	62.8	62.7	62.8	62.6	60.0	58.8	56.6	54.0

## ABC TV

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%  
%

WHO'S THE BOSS? (R)	GROWING PAINS (R)	MOONLIGHTING (R)(PAE)	BARBARA WALTERS SPECIAL (PAE)
15,590	17,810	15,770	13,290
17.6	20.1	17.8	18.0 *
30	32	28	29 *
16.7	18.5	19.5	20.6
18.5	17.5	17.3	17.8
15.9	15.9	15.9	14.3
13.9	14.1 *	26 *	13.9

## CBS TV

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%  
%

HOUSTON KNIGHTS (PAE)	CBS TUESDAY MOVIE A SOLDIER'S STORY (PAE)
9,570	9,390
10.8	10.6 *
18	18 *
10.5	10.8
11.0	10.9
10.9	9.5
10.1	10.2
10.7	11.3
11.2	11.3
10.4	10.8 *
20 *	10.4

## NBC TV

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%  
%

MATLOCK (R)	MOVIE OF THE WEEK-TUESDAY KILLER IN THE MIRROR (R)
9,210	8,950
10.4	10.1
17	17
9.8	10.2
10.8	10.9
10.9	9.7
9.6	9.6
9.7	9.7
10.3	10.3
10.9	10.9
20 *	10.9

## INDEPENDENTS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

12.6	12.0	11.9	12.6	13.4	13.0	11.3	9.9
24	22	20	20	21	21	19	18

## SUPERSTATIONS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

3.0	2.8	3.4	3.5	4.3	4.4	3.9	3.4
6	5	6	6	7	7	7	6

## PBS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.6	2.3	1.9	2.0	2.6	2.6	2.0	2.0
3	4	3	3	4	4	3	4

## CABLE ORIG.

AVERAGE AUDIENCE  
SHARE AUDIENCE %

4.9	5.3	5.6	6.1	6.9	7.1	7.0	5.7
9	10	10	10	11	11	12	10

## PAY SERVICES

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.8	2.9	3.3	3.5	3.5	3.5	3.3	3.3
5	5	6	6	6	6	6	6

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

A-6 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. SEP.16, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	52.1	53.6	53.5	55.2	56.6	58.3	59.3	60.7	61.2	61.0	60.8	59.7	59.1	58.1	56.6	54.0

## ABC TV

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

7,270																
8.2	8.2 *					7.7 *			8.4 *			8.4 *		8.3 *		8.0 *
14	14 *					13			14 *			14 *		14 *		15 *
8.5	7.9	7.8				7.5	8.4		8.3	8.4		8.4	8.6	8.1	8.0	8.1

BLESSINGS OF LIBERTY

## CBS TV

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

12,490									14,000							
14.1	13.2 *					15.1 *	15.8	15.7 *			16.1 *		15.8 *		15.5 *	
24	23 *					25 *	27	26 *			27 *		27 *		28 *	
12.2	14.1	14.9				15.2	15.6	15.8	16.1		16.1	15.9	15.7	15.8		15.3

OLDEST ROOKIE  
(PAE)

WISEGUY SPECIAL  
(PAE)

## NBC TV

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

14,880									13,560				15,080			
16.8	15.8 *					17.9 *	15.3	15.5 *			15.1	17.0	17.1 *		16.9 *	
29	26 *					30	25	25 *			28	30	29 *		28 *	
16.3	16.3	17.9				18.4	16.4	16.1			16.0	16.8	17.3	17.9		16.3

HIGHWAY TO HEAVEN

A YEAR IN THE LIFE

ST. ELSEWHERE

## INDEPENDENTS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

12.4		12.5		12.4		12.4		12.2		11.9		10.0		9.0
23		23		22		21		20		20		17		16

## SUPERSTATIONS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

3.0		2.7		3.0		3.1		3.4		3.5		3.3		2.9
6		5		5		5		6		6		6		5

## PBS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.8		2.1		2.5		2.4		1.9		1.7		1.7		1.3
3		4		4		4		3		3		3		2

## CABLE ORIG.

AVERAGE AUDIENCE  
SHARE AUDIENCE %

5.7		5.1		5.7		5.7		6.7		7.3		6.4		5.5
11		9		10		10		11		12		11		10

## PAY SERVICES

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.3		2.4		3.8		4.1		4.7		4.0		4.1		3.3
4		4		7		7		8		7		7		6

U.S. TV HOUSEHOLDS: 88,800,000

For explanation of symbols, See page B.



A-8 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. SEP.17, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	50.7	51.8	53.5	56.2	56.4	58.1	59.0	59.5	59.8	59.8	59.5	59.3	56.4	55.4	53.2	51.0

## ABC TV

AVERAGE AUDIENCE  
(Hhlds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

SLEDGE HAMMER CHARMINGS

ABC THU. NIGHT MOVIE SPEC  
MR. MOH  
(R)(PAE)

7,180		8,590		11,780												
8.1		9.7		13.3		11.8 *		13.1 *		14.5 *		13.9 *				
14		16		23		20 *		22 *		26 *		27 *				
8.3	7.8	9.1	10.2	11.7	11.9	12.9	13.4	14.5	14.5	14.5	14.5	13.3				

## CBS TV

AVERAGE AUDIENCE  
(Hhlds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%
MUPPETS 30TH ANNIVERSARY  
(R)(PAE)

CONSTITUTIONAL GALA  
(9:00-11:05)(PAE)

5,670				6,730												
6.4	5.7 *		7.1 *	7.6	7.2 *		7.8 *		7.7 *		7.5 *					
11	10 *		12 *	13	12 *		13 *		14 *		14 *					
5.9	5.5	7.0	7.1	7.0	7.3	7.6	7.9	8.0	7.4	7.2	7.7					

## NBC TV

AVERAGE AUDIENCE  
(Hhlds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%
BILL COSBY  
SHOW  
(R)

NBC INVESTIGATES BOB  
HOPE

NIGHT COURT

L.A. LAW  
(R)

23,040		17,990				16,390		13,730								
26.0		20.3		21.2 *		19.4		15.5		15.5 *		15.5 *		15.5 *		
40		34		36		32		20		20		20		20		
24.4	27.7	22.0	20.8	20.8	19.1	18.0	19.7	15.7	15.7	15.7	15.7	15.7	15.7	15.7	15.7	15.7

## INDEPENDENTS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

12.3	12.7	9.8	12.7	11.6	11.3	9.7	8.9
24	23	17	21	19	19	17	17

## SUPERSTATIONS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

3.2	3.0	2.4	3.6	3.5	3.3	2.9	2.9
6	5	4	6	6	6	5	6

## PBS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.7	2.3	2.9	2.9	2.5	2.6	1.8	1.3
3	4	5	5	4	4	3	2

## CABLE ORIG.

AVERAGE AUDIENCE  
SHARE AUDIENCE %

4.3	4.8	4.6	5.7	6.8	6.4	7.1	6.2
8	9	8	10	11	11	13	12

## PAY SERVICES

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.2	2.2	2.4	3.2	4.1	4.3	4.4	2.9
4	4	4	5	7	7	8	6

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

A-10 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE. FRI. SEP. 18, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	47.8	48.8	50.1	51.9	51.2	52.5	53.8	55.2	55.0	54.4	54.4	53.9	52.9	52.2	51.0	49.9

## ABC TV

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

GROWING PAINS SPEC. (PAE)				MAX HEADROOM (PAE)				20/20 (PAE)			
14,620	16.5	15.8 *	17.1 *	6,820	7.4	13.7	13.4 *	14.0 *			
31	31	31 *	31 *	14	14	27	26 *	28 *			
15.2	16.5	17.1	17.1	8.9	7.3	7.1	7.6	13.0	13.8	14.1	13.9

## CBS TV

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

SUMMER PLAYHOUSE KINGPINS/SONS OF GUNZ (PAE)				SPECIAL MOVIE PRESENT-FRI NATIONAL LAMPOON'S VACATION (R)(PAE)			
4,520	5.1	5.3 *	4.9 *	10,100	11.4	10.1 *	12.0 *
10	10	10 *	9 *	22	18 *	22 *	12.1 *
5.6	5.0	4.8	5.0	9.4	10.8	11.5	12.4
							12.2
							12.1
							11.8
							11.3

## NBC TV

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

RAGS TO RICHES				PRIVATE EYE			
10,190	11.5	10.0 *	10.5 *	13.2 *	12.5 *	10,370	11.7 *
21	21	21 *	21 *	24	24	24	23 *
10.5	10.0	10.0	10.5	13.2	12.5	11.8	11.6 *

## INDEPENDENTS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

12.6	11.5	11.6	12.9	13.8	13.4	9.1	8.1
26	23	22	24	25	25	17	16

## SUPERSTATIONS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

3.4	2.6	2.7	3.1	3.5	3.4	2.8	2.5
7	5	5	6	6	6	5	5

## PBS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.8	2.4	2.7	2.8	2.9	2.4	0.9	0.9
4	5	5	5	5	4	2	2

## CABLE ORIG.

AVERAGE AUDIENCE  
SHARE AUDIENCE %

4.8	5.3	6.0	6.3	6.9	6.7	5.9	5.0
10	10	12	12	13	12	11	10

## PAY SERVICES

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.4	1.7	2.6	2.6	3.1	2.9	2.7	2.5
3	3	5	5	6	5	5	5

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page 8.

A-12 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. SEP.19, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	42.9	44.0	45.0	45.6	49.8	50.9	52.3	53.5	55.5	56.0	54.5	53.6	53.1	52.9	52.6	51.4	48.8	46.5

## ABC TV

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

ONCE A HERO (PAE)										ABC SATURDAY NIGHT MOVIE DESPERATE (PAE)								
4,430										4,250								
5.0	5.5	*			4.8	*			4.8	*	4.8	4.1	*		4.8	*	5.5	*
9	11	*			9	*			9	*	9	8	*		9	*	11	*
5.7	5.3	4.9			4.7		5.0		4.6		4.1	4.2		4.7	5.0	5.4	5.5	

## CBS TV

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

IT'S AN ADVENTURE C. BROWN (R)(PAE)										SPECIAL MOVIE PRSNT-SAT. THE LAST STARFIGHTER (PAE)									
5,850										7,620									
6.6	6.3	*			6.8	*	8.6	7.2	*	8.3	*		9.4	*		9.4			
13	13	*			13	*	16	13	*	15	*		18	*		18			
6.2	6.4		6.8		6.8		6.9	7.5		8.0		8.5	9.3	9.5	9.8	8.9			

## NBC TV

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

FACTS OF LIFE (R)					227 (R)		GOLDEN GIRLS		MAMA'S BOY SPECIAL		MISS AMERICA PAGEANT (10:00-12:01)							
11,160					14,350		20,380		18,250		18,070							
12.6					16.2		23.0		20.6		20.4							
25					31		41		38		42							
11.7					16.1		22.7		20.7		20.2							

## INDEPENDENTS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

13.3		12.8		14.2		13.7		12.1		12.5		9.8		8.8		7.7	
31		28		28		26		22		23		18		17		16	

## SUPERSTATIONS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

3.9		3.9		3.8		3.9		3.6		4.3		3.4		2.9		2.3	
9		9		8		7		6		8		6		6		5	

## PBS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.8		2.0		2.8		3.2		2.2		2.2		2.1		1.8		1.6	
4		4		6		6		4		4		4		3		3	

## CABLE ORIG.

AVERAGE AUDIENCE  
SHARE AUDIENCE %

6.2		7.2		7.1		6.9		5.5		6.5		6.1		4.4		3.6	
14		16		14		13		10		12		12		8		8	

## PAY SERVICES

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.1		2.4		3.7		4.1		5.1		4.3		4.4		4.5		4.2	
5		5		7		8		9		8		8		9		9	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.



A-14 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE. SAT. SEP. 19, 1987

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	42.3	40.4	33.8	31.3	26.9	24.1	21.1	19.1	17.2	15.9	14.5	12.9	11.7	11.0

## ABC TV

(1)

AVERAGE AUDIENCE	{	1,680
(Hhds (000) & %)	{	1.9
SHARE AUDIENCE	%	5
AVG. AUD. BY 1/4 HR	%	1.9

## CBS TV

AVERAGE AUDIENCE	{	
(Hhds (000) & %)	{	
SHARE AUDIENCE	%	
AVG. AUD. BY 1/4 HR	%	

## NBC TV

MISS AMERICA  
PAGEANT  
(10:00-12:01)

← SATURDAY NIGHT  
(12:32-1:50)(PAE) →

(PAE)

AVERAGE AUDIENCE	{	
(Hhds (000) & %)	{	
SHARE AUDIENCE	%	
AVG. AUD. BY 1/4 HR	%	

19.9 *	4.610	6.4	4.9 *
46	5.2	25	35
19.7	6.5	2.9	4.7
19.3	6.5	2.9	4.4

## INDEPENDENTS

AVERAGE AUDIENCE	6.8	6.3	5.6	4.4	3.8	3.1	3.3
SHARE AUDIENCE %	16	19	22	22	23	23	29

## SUPERSTATIONS

AVERAGE AUDIENCE	1.6	1.6	1.5	1.1	1.1	0.8	0.9
SHARE AUDIENCE %	4	5	6	5	7	6	8

## PBS

AVERAGE AUDIENCE	1.5	1.2	1.0	0.4 ^	0.3 ^	0.3 ^	0.3 ^
SHARE AUDIENCE %	4	4	4	2 ^	2 ^	2 ^	3 ^

## CABLE ORIG.

AVERAGE AUDIENCE	3.2	3.2	3.4	2.8	2.3	1.9	1.5
SHARE AUDIENCE %	8	10	13	14	14	14	13

## PAY SERVICES

AVERAGE AUDIENCE	4.3	4.5	3.4	2.8	2.5	2.3	1.8
SHARE AUDIENCE %	10	14	13	14	15	17	16

U.S. TV HOUSEHOLDS: 88,800,000  
(1) ABC WEEKEND REPORT-SAT., ABC, (11:30-11:45)

For explanation of symbols, See page B.

A-16 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. SEP.20, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	54.4	55.2	56.4	58.5	61.2	63.5	64.1	65.7	65.4	64.7	63.9	63.4	62.0	60.2	58.0	55.8	49.8	43.9

## ABC TV

	←DISNEY SUNDAY MOVIE→ DOUBLE SWITCH, PART 2 (R)				←SPENSER: FOR HIRE SPECIAL (R)(PAE)→				←ABC SUNDAY NIGHT MOVIE→ THE BEST LITTLE WHOREHOUSE IN TEXAS (9:00-11:26)(R)(PAE)									
AVERAGE AUDIENCE (Hhds (000) & %)	5,940	6.1 *		7.3 *	5,940	6.1 *		7.4 *	10,540	10.8 *		12.8 *	12.3 *		11.6 *		11.8 *	
SHARE AUDIENCE (%)	12	11 *		13 *	11	10 *		11 *	20	17 *		20 *	20 *		21 *		25 *	
AVG. AUD. BY 1/4 HR	5.8	6.4	7.0	7.5	5.9	6.3	7.3	7.4	9.6	11.9	12.6	13.1	13.0	11.7	11.5	11.7	12.2	11.2

## CBS TV

AVERAGE AUDIENCE (Hhds (000) & %)	{	18,160				16,830				9,570				2,750					
		20.5				20.3 *				19.0				19.2 *					
SHARE AUDIENCE	%	35				35 *				30				18					
AVG. AUD. BY 1/4 HR	%	18.7	19.2	20.1	20.6	22.0	18.1	19.1	19.2	20.0	12.6	11.0	11.1	10.6	10.4	10.2	10.8	10.9	3.1

## NBC TV

	←OUR HOUSE→				FAMILY TIES				MY TWO DAD'S				←NBC SUNDAY NIGHT MOVIE→ THE HIGHWAYMAN					
AVERAGE AUDIENCE (Hhds (000) & %)	12,580	14.2		15.6 *	18,160	20.5		19.5	17,280	19.3		18.9 *	19.5 *	19.9 *		19.1 *		
SHARE AUDIENCE (%)	23	23 *		27 *	33	33 *		30	30	31		29 *	31 *	33 *		34 *		
AVG. AUD. BY 1/4 HR	12.6	14.2	15.0	15.6	19.1	20.5	21.8	19.2	19.8	19.3	19.5	19.5	19.5	19.8	19.9	19.9	18.4	

## INDEPENDENTS

AVERAGE AUDIENCE	10.6	10.1	10.6	13.3	13.9	14.5	13.9	12.5	9.9
SHARE AUDIENCE %	19	18	17	20	21	23	23	22	21

## SUPERSTATIONS

AVERAGE AUDIENCE	2.3	2.2	1.7	2.1	2.3	2.5	2.3	1.7	1.3
SHARE AUDIENCE %	4	4	3	3	4	4	4	3	3

## PBS

AVERAGE AUDIENCE	2.0	1.9	2.7	3.7	2.1	2.5	1.8	1.3	0.7 ^
SHARE AUDIENCE %	4	3	4	6	3	4	3	2	1 ^

## CABLE ORIG.

AVERAGE AUDIENCE	3.7	4.0	4.2	4.6	4.5	4.7	4.1	3.1	2.6
SHARE AUDIENCE %	7	7	7	7	7	7	7	5	6

## PAY SERVICES

AVERAGE AUDIENCE	2.5	2.6	3.1	3.6	4.0	4.0	3.9	3.4	2.5
SHARE AUDIENCE %	5	5	5	6	6	6	6	6	5

U.S. TV HOUSEHOLDS: 88,600,000

(1) CBS NFL FOOTBALL GAME 2, VARIOUS TEAMS AND TIMES, (PAE), CBS, (MULTI SEGMENT)  
(2) CBS SUNDAY NEWS-OSGOOD, (PAE), CBS, (11:18-11:33)

For explanation of symbols, See page B.

A-18 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. SEP.20, 1987

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	36.1	30.7	24.0	20.1	17.7	15.8	13.8	12.5	10.7	9.6	8.2	7.2	6.4	5.8

## ABC TV

ABC WEEKEND  
REPORT-SUN  
(12:03-12:18)

AVERAGE AUDIENCE {  
(Hhds (000) & %) %  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

1,330  
1.5  
9  
1.5 1.4

## CBS TV

(1)

(2)

AVERAGE AUDIENCE {  
(Hhds (000) & %) %  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

2.9

440 ^  
0.5 ^  
6 ^  
0.5 ^ 0.5 ^

## NBC TV

(3) (PAE)

AVERAGE AUDIENCE {  
(Hhds (000) & %) %  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

1,770  
2.0  
1.5

## INDEPENDENTS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

8.7 4.7 3.3 2.1 1.3 1.1 1.0  
26 21 20 16 13 14 16

## SUPERSTATIONS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

0.9 1.0 0.9 0.7 ^ 0.4 ^ 0.4 ^ 0.3 ^  
3 5 5 5 ^ 4 ^ 5 ^ 5 ^

## PBS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

0.7 ^ 0.6 ^ 0.4 ^ 0.2 ^ 0.1 v << 0.1 v  
2 ^ 3 ^ 2 ^ 2 ^ 1 v << 2 v

## CABLE ORIG.

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.7 2.0 1.7 1.3 1.1 0.8 0.8  
8 9 10 10 11 10 13

## PAY SERVICES

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.0 2.4 2.4 2.2 1.8 1.4 1.4  
6 11 14 17 18 18 23

U.S. TV HOUSEHOLDS: 88,600,000  
(1) CBS SUNDAY NEWS-060000, CBS (11:18-11:33)  
(2) CBS NEWS NIGHTWATCH-1100, (PAE), CBS (2:00-2:18)  
(3) G MICHAELS SPORTS MACHINE, NBC (11:30-11:45)

For explanation of symbols, See page B.



A-20 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. SEP.14-18,1987

TIME	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15
HUT	6.6	8.4	10.8	12.7	15.1	17.6	18.4	18.9	19.8	20.3	19.8	19.5	19.8	20.6	20.7	21.0	19.9	20.3

ABC TV	(PAE)	(1)	(PAE)	(2)	GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) (PAE)	GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) (PAE)	ABC SPECIAL REPORT-9:00A (9:00-10:09)(SUS)
AVERAGE AUDIENCE (HHids (000) & %)	{	1,060		1,710	3,580	3,830	
SHARE AUDIENCE	%	1.2		1.9	4.0	4.3	
AVG. AUD. BY 1/4 HR	%	14		15	21	22	
		1.2		1.9	4.0	4.1	4.4 4.2

CBS TV	CBS MORNING NEWS- 6:30AM	CBS MORNING NEWS- 7:00AM	MORNING PROGRAM										(PAE)	\$25,000 PYRAMID (MON-WED)(PAE)
AVERAGE AUDIENCE (HHids (000) & %)	{	1,010	1,700	1,790										2,360
SHARE AUDIENCE	%	1.1	1.9	2.0	1.9 *	2.1 *	2.1 *	2.1 *	2.1 *	2.1 *	2.1 *	2.1 *		2.7
AVG. AUD. BY 1/4 HR	%	12	13	11	10 *	11 *	11 *	11 *	11 *	11 *	11 *	11 *		13
		1.1	1.2	1.8	2.1	1.9	1.8	2.0	2.1	2.1	2.2	2.2		2.5 2.8

NBC TV	NBC NEWS AT SUNRISE (PAE)	TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING) (PAE)	TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING) (PAE)	(PAE) (SUS)	SALE OF THE CENTURY
AVERAGE AUDIENCE (HHids (000) & %)	{	1,790	3,740	3,600	2,140
SHARE AUDIENCE	%	2.0	4.2	4.1	2.4
AVG. AUD. BY 1/4 HR	%	22	22	21	15

## INDEPENDENTS

AVERAGE AUDIENCE	1.6	3.2	5.0	5.5	5.4	4.9	4.3	4.1	4.5
SHARE AUDIENCE %	21	27	30	29	27	25	21	20	22

## SUPERSTATIONS

AVERAGE AUDIENCE	0.6 ^	1.2	1.5	1.4	1.3	1.3	1.2	1.2	1.2
SHARE AUDIENCE %	8 ^	10	9	8	7	7	6	6	6

## PBS

AVERAGE AUDIENCE	<<	<<	0.2 v	0.5 ^	0.7	0.8	1.0	1.0	0.9
SHARE AUDIENCE %	<<	<<	1 v	3 ^	4	4	5	5	4

## CABLE ORIG.

AVERAGE AUDIENCE	1.1	1.4	1.8	1.8	2.1	2.2	2.3	2.5	2.5
SHARE AUDIENCE %	15	12	11	10	10	11	11	12	12

## PAY SERVICES

AVERAGE AUDIENCE	0.6 ^	0.6 ^	0.8	0.9	0.7	0.8	0.8	0.9	0.8
SHARE AUDIENCE %	7 ^	5 ^	5	5	4	4	4	4	4

U.S. TV HOUSEHOLDS: 88,600,000  
(1) ABC WORLD NEWS-MORN-615A,(PAE),ABC,(6:15-6:30),(MON-THU)  
(2) ABC WORLD NEWS-MORN-645A,(PAE),ABC,(6:45-7:00),(MON-THU)

For explanation of symbols, See page B.

A-22 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. SEP. 14-18, 1987

TIME	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	20.4	20.5	20.9	21.3	21.4	22.4	23.7	24.4	24.8	25.8	27.2	27.8	27.0	27.3	26.9	26.7	26.7	27.1

## ABC TV

	WHO'S THE BOSS? M-F	MR. BELVEDERE - M-F	RYAN'S HOPE	LOVING (MW-F)(PAE)	ALL MY CHILDREN (MTUHF)(PAE)	ONE LIFE TO LIVE (MWTF)(PAE)
AVERAGE AUDIENCE (Hhds (000) & %)	2,940	2,360	2,870	3,830	6,580	6,810
SHARE AUDIENCE %	3.3	2.7	3.2	4.3	7.0 *	7.8 *
AVG. AUD. BY 1/4 HR	16	12	13	17	26 *	28 *
	3.2	3.4	2.5	2.8	3.1	3.3
	4.2	4.6	6.8	7.3	7.7	8.0
	7.6	7.6	7.6	7.6	7.6	7.6
	7.6	7.6	7.6	7.6	7.6	7.6

## CBS TV

	NEW CARD SHARKS (M-WF)(PAE)	PRICE IS RIGHT 1 (M-WF)(PAE)	PRICE IS RIGHT 2 (M-WF)(PAE)	(PAE) <YOUNG AND THE RESTLESS (TUE-FRI)(PAE)>	BOLD AND THE BEAUTIFUL (TUE-FRI)(PAE)	<AS THE WORLD TURNS (WED-FRI)(PAE)>
AVERAGE AUDIENCE (Hhds (000) & %)	2,590	4,010	5,140	5,580	3,770	4,930
SHARE AUDIENCE %	2.9	4.5	5.8	6.3	4.3	5.6
AVG. AUD. BY 1/4 HR	14	21	26	25	16	20
	2.8	3.0	4.3	4.7	5.6	6.0
	5.9	6.3	5.1	6.5	4.3	4.2
	5.3	5.5	5.8	5.8	5.8	5.8

## NBC TV

	CLASSIC CONCENTRATION	WHEEL OF FORTUNE	WIN, LOSE OR DRAW (M-WF)(PAE)	SUPER PASSWORD	SCRABBLE (MW-F)(PAE)	<DAYS OF OUR LIVES>	<ANOTHER WORLD (MW-F)(PAE)>
AVERAGE AUDIENCE (Hhds (000) & %)	2,320	4,220	3,320	2,360	2,770	5,370	3,940
SHARE AUDIENCE %	2.6	4.8	3.8	2.7	3.1	6.1	4.5
AVG. AUD. BY 1/4 HR	13	22	17	11	12	22	18
	2.6	2.7	2.8	2.8	2.8	2.8	2.8
	2.8	2.8	2.8	2.8	2.8	2.8	2.8
	2.8	2.8	2.8	2.8	2.8	2.8	2.8

## INDEPENDENTS

AVERAGE AUDIENCE	4.3	3.9	4.0	4.4	4.9	5.2	5.4	5.6	5.9
SHARE AUDIENCE %	21	19	18	18	19	19	20	21	22

## SUPERSTATIONS

AVERAGE AUDIENCE	1.2	1.2	1.3	1.5	1.8	1.3	1.3	1.4	1.5
SHARE AUDIENCE %	6	6	6	6	7	5	5	5	6

## PBS

AVERAGE AUDIENCE	0.8	0.7	0.6	0.6	0.7	0.7	0.8	0.7	0.8
SHARE AUDIENCE %	4	3	3	2	3	3	3	3	3

## CABLE ORIG.

AVERAGE AUDIENCE	2.5	2.4	2.3	2.2	2.3	2.6	3.0	3.0	3.4
SHARE AUDIENCE %	12	12	11	9	9	9	11	11	12

## PAY SERVICES

AVERAGE AUDIENCE	0.8	1.0	0.9	0.9	0.9	1.0	1.1	1.2	1.3
SHARE AUDIENCE %	4	5	4	4	4	4	4	4	5

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

A-24 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. SEP. 14-18, 1987

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT	27.1	27.7	28.3	29.0	29.4	31.2	32.2	33.6	34.6	36.4	38.0	40.2	45.4	47.3	48.5	49.8

**ABC TV**

← GENERAL HOSPITAL (M-F)(PAE) → ABC SPECIAL REPORT-2:00P- (2:00-5:00)(SUS)

ABC WORLD NEWS TONIGHT

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{ 7,000  
7.9  
28  
7.8

7.9 \*  
28 \*  
7.9  
8.0 \*  
27 \*  
8.1

8,430  
9.5  
20  
9.4 9.7

**CBS TV**

← GUIDING LIGHT (WED-FRI)(PAE) →

(PAE)

CBS EVENING NEWS-BATHER (TUE-FRI)(PAE)

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{ 4,780  
5.4  
19  
5.4

5.4 \*  
19 \*  
5.4  
5.3 \*  
18 \*  
5.3

8,440  
9.5  
20  
9.4 9.7

**NBC TV**

← SANTA BARBARA (M-F)(PAE) →

NBC NIGHTLY NEWS

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{ 4,050  
4.6  
16  
4.3

4.4 \*  
16 \*  
4.3  
4.8 \*  
16 \*  
4.8

8,820  
10.0  
10.1

**INDEPENDENTS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

6.4 23 7.2 25 7.9 26 9.2 28 10.0 28 10.6 27 12.3 26 13.5 28

**SUPERSTATIONS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.8 7 2.1 7 2.3 8 2.8 8 2.6 7 2.7 7 3.0 6 3.3 7

**PBS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

0.9 3 0.9 3 1.1 3 1.1 3 1.2 3 1.2 3 1.4 3 1.3 3

**CABLE ORIG.**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

3.8 14 4.0 14 4.0 13 4.4 13 4.4 12 4.7 12 4.3 9 4.7 10

**PAY SERVICES**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.4 5 1.5 5 1.5 5 1.2 4 1.1 3 1.3 3 1.6 3 1.7 3

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page 8.



A-26 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. SEP. 19, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	5.3	6.8	8.6	10.1	12.7	15.3	18.2	20.9	22.9	24.1	25.3	26.3	27.5	28.7	28.8	29.1	28.6	28.9

## ABC TV

AVERAGE AUDIENCE  
(Hhds (000) & %) {  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

CARE BEARS MOVIE																		
													MY PET MONSTER SPEC.	REAL GHOST BUSTERS SPEC.	FLINTSTONE KIDS SPEC.			
3,190	3.6	2.0	*		3.5	*		4.5	*		4.5	*	3,990	4,080	2,920			
17	14	*		18	*		19	*		17	*	16	4.5	4.6	3.3			
1.9	2.1	3.2		3.9	4.3		4.6	5.1		4.0	4.2	4.7	4.6	4.6	3.4	3.3		

## CBS TV

AVERAGE AUDIENCE  
(Hhds (000) & %) {  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

HELLO KITTY	MUPPET BABIES I	MUPPET BABIES II	MUPPET BABIES III	PEE WEE'S PLAYHOUSE	MIGHTY MOUSE	POPEYE & SON			
1,950	3,460	4,160	4,430	5,320	3,540	3,630			
2.2	3.9	4.7	5.0	6.0	4.0	4.1			
15	20	20	19	21	14	14			
1.9	2.5	3.5	4.4	5.8	6.2	4.1	4.1		

## NBC TV

AVERAGE AUDIENCE  
(Hhds (000) & %) {  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

GUMMI BEARS (PAE)	SMURFS I	SMURFS II	SMURFS III (PAE)	FRAGGLE ROCK	ALVIN AND THE CHIPMUNKS	ALF SPECIAL (R)(PAE)			
2,390	3,370	4,610	5,320	5,400	5,400	6,200			
2.7	3.8	5.2	6.0	6.1	6.1	7.0			
19	19	22	22	22	21	24			
2.2	3.2	4.1	4.8	5.1	5.1	6.7			

## INDEPENDENTS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.5	2.5	3.1	3.9	4.1	4.8	5.9	6.9	6.3
25	27	22	20	17	19	21	24	22

## SUPERSTATIONS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

0.3	0.8	1.2	1.3	1.2	1.4	1.7	1.9	1.7
5	9	9	7	5	5	6	7	6

## PBS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

0.1	0.3	0.7	0.8	0.8	0.8	0.7	1.1	1.4
2	3	5	4	3	3	2	4	5

## CABLE ORIG.

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.2	1.5	1.9	2.3	3.3	4.3	4.6	4.7	4.9
20	16	14	12	14	17	16	16	17

## PAY SERVICES

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.1	1.2	1.4	1.4	1.4	1.4	1.5	1.8	1.4
18	13	10	7	6	5	5	6	5

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

A-28 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. SEP. 19, 1987

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	28.4	28.6	28.3	28.8	29.2	29.7	29.5	29.6	29.1	30.1	29.2	29.6	30.4	31.1	31.6	31.9	31.3	32.0

ABC TV	B. BUNNY & TWEETY SPEC.	ANIMAL CRACK-UPS SPEC.	HEALTH SHOW	(1)	(2)	←-ABC COLLEGE FOOTBALL GAME BOSTON VS USC (3:24-6:41)(PAE)
AVERAGE AUDIENCE (Hhds (000) & %)	3,190	3,010	1,950	1,330	1,950	4,340
SHARE AUDIENCE %	3.6	3.4	2.2	1.5	2.2	4.9
AVG. AUD. BY 1/4 HR	13	12	7	5	7	14
	3.4	3.8	3.3	3.5	2.2	2.6
						3.4
						3.9

CBS TV	TEEN WOLF	CBS STORYBREAK	KIDD VIDEO	←-CBS COLLEGE FOOTBALL GAME GEORGIA VS CLEMSON (2:41-6:03)(PAE)
AVERAGE AUDIENCE (Hhds (000) & %)	3,460	2,660	2,040	3,720
SHARE AUDIENCE %	3.9	3.0	2.3	4.2
AVG. AUD. BY 1/4 HR	14	10	8	13
	3.8	3.9	3.1	3.2
				3.1
				3.3
				3.9

NBC TV	NEW ARCHIES	FOOFUR (PAE)	I'M TELLING	(3)	←-NBC MAJOR LEAGUE BASEBALL VARIOUS TEAMS AND TIMES (MULTI SEGMENT)(PAE)
AVERAGE AUDIENCE (Hhds (000) & %)	4,080	3,100	2,660	2,840	4,340
SHARE AUDIENCE %	4.6	3.5	3.0	3.2	4.9
AVG. AUD. BY 1/4 HR	16	12	10	11	15
	4.0	4.0	4.0	4.0	4.0
					4.1
					4.2
					4.3

INDEPENDENTS	7.2	7.6	8.7	9.0	10.4	9.9	9.8	10.1	10.2
AVERAGE AUDIENCE	25	27	30	30	35	34	32	32	32
SHARE AUDIENCE %									

SUPERSTATIONS	2.0	2.2	2.9	3.0	3.3	3.1	3.3	3.0	2.6
AVERAGE AUDIENCE	7	8	10	10	11	11	11	9	8
SHARE AUDIENCE %									

PBS	1.4	1.4	1.3	1.5	1.6	1.5	1.4	1.6	1.3
AVERAGE AUDIENCE	5	5	4	5	5	5	5	5	4
SHARE AUDIENCE %									

CABLE ORIG.	4.4	5.2	4.8	5.0	4.9	5.1	5.9	6.1	5.8
AVERAGE AUDIENCE	15	18	16	17	17	17	19	19	18
SHARE AUDIENCE %									

PAY SERVICES	1.8	2.1	2.6	2.4	2.4	2.3	2.3	2.1	2.3
AVERAGE AUDIENCE	6	7	9	8	8	8	7	7	7
SHARE AUDIENCE %									

U.S. TV HOUSEHOLDS: 88,600,000  
 (1) ABC WEEKEND SPEC. THE AMAZING BUNJEE VENTURE, PT 2, ABC, (1:00-1:30), (S), (R)  
 (2) ABC COLLEGE FOOTBALL-PRE, (PAE), ABC, (3:00-3:24)  
 (3) NBC MAJOR LEAGUE PRE GAME, (PAE), NBC, (1:30-1:48)

For explanation of symbols, See page B.

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45						
HUT	32.5	33.9	34.0	33.7	34.6	35.2	36.5	37.8	39.3	40.5	41.4	42.6						

**ABC TV**

ABC COLLEGE FOOTBALL GAME

BOSTON VS USC  
(3:24-6:41)(PAE)

(1)

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

	4.8 *		5.5 *		4.3 *		5.0 *		6.4 *	3,720	
	14 *		16 *		12 *		13 *		16 *	4.2	
	4.5	5.1	5.5	5.4	4.4	4.2	4.7	5.3	6.4	4.3	4.2

**CBS TV**

CBS COLLEGE FOOTBALL GAME

GEORGIA VS CLIFTON  
(2:41-6:03)CBS SAT. NEWS-  
SCHIEFFER

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

	4.1 *		4.0 *		5.2 *		5.4 *			5,760	
	12 *		12 *		15 *		15 *			6.5	
	4.2	4.1	3.8	4.2	5.3	5.2	5.4	5.5	4.8	6.2	6.7

**NBC TV**NBC MAJOR LEAGUE BASEBALL  
VARIOUS TEAMS AND TIMES  
(MULTI SEGMENT)(PAE)NBC NIGHTLY  
NEWS-SAT.

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

	5.3 *		5.4 *							6,380	
	10 *		10 *							7.2	
	5.3	5.4	5.4	5.4	5.4	5.4	5.4	5.4	5.4	7.2	7.2

**INDEPENDENTS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

10.7		11.3		11.4		12.6		12.3		13.4
32		33		33		34		31		32

**SUPERSTATIONS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.3		2.6		3.2		4.0		3.7		4.2
7		8		9		11		9		10

**PBS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.2		1.3		2.0		2.1		1.9		1.9
4		4		6		6		5		5

**CABLE ORIG.**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

5.9		6.3		7.0		6.7		6.5		7.2
18		19		20		18		16		17

**PAY SERVICES**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.3		2.6		2.1		1.7		1.7		2.1
7		8		6		5		4		5

U.S. TV HOUSEHOLDS: 88,600,000  
(1) ABC COLLEGE FOOTBALL-POST, (PAE), ABC, (6:41-6:59)

For explanation of symbols, See page 8.



A-32 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. SEP. 20, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	5.2	6.0	7.0	8.3	10.0	11.6	13.4	15.8	18.5	21.1	22.6	24.4	26.0	26.3	26.8	27.4	28.2	28.6

## ABC TV

AVERAGE AUDIENCE  
(Hhids (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

## CBS TV

AVERAGE AUDIENCE  
(Hhids (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

SUNDAY MORNING										FACE THE NATION	
3,280										1,950	
3.7	3.3	*		4.0	*		3.8	*	2.2		
16	16	*		17	*		14	*	7		
2.8	3.8	3.9		4.1	4.0		3.7	2.2	2.1		

## NBC TV

AVERAGE AUDIENCE  
(Hhids (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

SUNDAY TODAY MEET THE PRESS

1,330	1.5	1.0	1.7	1.0	1.330
1.5	1.0	1.7	1.0	1.330	1.5

## INDEPENDENTS

AVERAGE AUDIENCE	1.8	2.7	3.5	5.5	6.7	8.0	9.0	9.2	10.0
SHARE AUDIENCE %	32	36	32	38	34	34	34	34	35

## SUPERSTATIONS

AVERAGE AUDIENCE	0.6	0.9	1.0	1.6	2.0	2.6	3.0	2.7	2.8
SHARE AUDIENCE %	11	12	9	11	10	11	11	10	10

## PBS

AVERAGE AUDIENCE	0.1	0.3	0.6	1.0	1.6	1.6	1.6	1.6	1.5
SHARE AUDIENCE %	2	4	6	7	8	7	6	6	5

## CABLE ORIG.

AVERAGE AUDIENCE	1.1	1.5	1.9	2.4	3.8	4.1	4.9	5.3	5.1
SHARE AUDIENCE %	20	20	18	16	19	17	19	20	18

## PAY SERVICES

AVERAGE AUDIENCE	0.9	0.8	1.2	1.5	1.9	2.0	2.2	2.3	2.6
SHARE AUDIENCE %	16	11	11	10	10	9	8	8	9

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

A-34 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. SEP. 20, 1987

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	28.9	29.0	28.6	29.7	31.3	32.5	33.4	35.2	36.2	37.1	37.8	38.9	38.8	39.3	39.8	40.6	41.4	41.8
←THIS WEEK-DAVID BRINKLEY→BUSINESS WORLD																		
<b>ABC TV</b>																		
AVERAGE AUDIENCE (Hhds (000) & %)	{ 2,220				970													
SHARE AUDIENCE %	{ 2.5	2.5 *		2.6 *	1.1													
AVG. AUD. BY 1/4 HR	% 8	8 *		9 *	3													
	% 2.5	2.4	2.4	2.8	1.1	1.1												
<b>CBS TV</b>																		
AVERAGE AUDIENCE (Hhds (000) & %)					5,580		13,020											
SHARE AUDIENCE %					6.3		14.7	12.2 *		14.5 *		14.9 *		14.2 *		15.5 *		17.2 *
AVG. AUD. BY 1/4 HR					21		38	36 *		40 *		39 *		36 *		39 *		41 *
					5.8	6.9	11.0	13.4	14.1	14.8	14.8	14.8	13.9	14.6	15.0	16.1	17.0	17.6
<b>NBC TV</b>																		
AVERAGE AUDIENCE (Hhds (000) & %)					3,720		9,570											
SHARE AUDIENCE %					4.2		10.8	8.3 *		10.2 *		11.2 *		10.7 *		11.6 *		11.7 *
AVG. AUD. BY 1/4 HR					14		27	23 *		28 *		29 *		27 *		29 *		28 *
					3.5	4.9	7.5	9.3	10.1	10.5	11.0	11.1	10.7	10.7	11.3	11.8	11.7	11.6
<b>INDEPENDENTS</b>																		
AVERAGE AUDIENCE	10.8		10.1		10.8		8.7		9.4		9.0		10.7		10.2		10.0	
SHARE AUDIENCE %	37		35		34		25		26		23		27		25		24	
<b>SUPERSTATIONS</b>																		
AVERAGE AUDIENCE	3.1		2.6		3.0		2.1		2.5		2.2		3.2		2.9		2.3	
SHARE AUDIENCE %	11		9		9		6		7		6		8		7		6	
<b>PBS</b>																		
AVERAGE AUDIENCE	1.5		1.4		1.5		1.2		1.2		1.2		1.3		1.1		1.0	
SHARE AUDIENCE %	5		5		5		3		3		3		3		3		2	
<b>CABLE ORIG.</b>																		
AVERAGE AUDIENCE	5.1		5.4		4.6		3.9		4.2		4.3		4.2		4.2		4.1	
SHARE AUDIENCE %	18		18		14		11		11		11		11		10		10	
<b>PAY SERVICES</b>																		
AVERAGE AUDIENCE	2.1		2.0		2.0		1.7		1.3		1.7		2.4		2.8		2.6	
SHARE AUDIENCE %	7		7		6		5		4		4		6		7		6	
U.S. TV HOUSEHOLDS: 88,600,000																		

For explanation of symbols, See page B.



TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45						
HUT	42.1	41.9	41.5	41.4	41.1	41.3	41.8	43.6	46.4	47.2	47.9	49.4						

**ABC TV**

AVERAGE AUDIENCE  
(Hhlds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

	1,680																	
	1.9	1.7 *		1.8 *		2.0 *		2.3 *										
	5	4 *		4 *		5 *		5 *										
	1.9	1.6	1.7	1.9	2.0	2.0	2.2	2.3										

BOSCH PENN 200

ABC WRLO NEWS  
TONIGHT-SUN  
(PAE)

4,080

4.6

9

4.4

4.7

**CBS TV**

AVERAGE AUDIENCE  
(Hhlds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

(1)																		
	11,960																	
	13.5			11.4 *		13.0 *		12.7 *		13.2 *		14.6 *						
	30			27 *		32 *		30 *		32 *		30 *						
	11.6	10.6	11.0	11.7	12.7	13.3	12.7	12.8	13.2	13.2	14.3	14.8						

CBS NFL FOOTBALL GAME 2  
VARIOUS TEAMS AND TIMES  
(MULTI SEGMENT)(PAE)**NBC TV**

AVERAGE AUDIENCE  
(Hhlds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

	10.9 *																	
	26																	
	11.0	7.8																

NFL SINGLE  
VARIOUS TEAMS AND TIMES  
(MULTI SEGMENT)(PAE)NBC NIGHTLY  
NEWS-SUN

5,140

5.8

12

5.5

5.9

**INDEPENDENTS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

	9.6		9.3		8.7		10.4		10.8		10.4							
	23		22		21		24		23		21							

**SUPERSTATIONS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

	2.1		2.2		1.9		2.8		2.6		2.0							
	5		5		5		7		6		4							

**PBS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

	1.2		1.4		1.5		1.6		1.5		1.3							
	3		3		4		4		3		3							

**CABLE ORIG.**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

	4.5		5.0		4.7		5.1		4.9		5.2							
	11		12		11		12		10		11							

**PAY SERVICES**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

	2.5		2.0		1.9		1.7		2.0		2.3							
	6		5		5		4		4		5							

U.S. TV HOUSEHOLDS: 88,600,000

(1) CBS NFL FOOTBALL GAME 1, VARIOUS TEAMS AND TIMES, (PAE), CBS, (MULTI SEGMENT)

For explanation of symbols, See page B.



# SPECIAL REPORT: HOUSEHOLDS WITH CHILDREN

## FOR CHILDRENS PROGRAMS

SATURDAY, SEPTEMBER 19, 1987

PROGRAM NAME START TIME	DURA TION	HOUSEHOLDS WITH ANY CHILD:							
		NET	UNDER 18 AA% (0,000)		UNDER-12 AA% (0,000)		UNDER 6 AA% (0,000)		
ABC WEEKEND SPEC(R) (S)									
1.00PM	30	ABC	2.3	78	2.1	53	1.3	20	
ALVIN AND THE CHIPMUNKS									
10.30AM	30	NBC	13.0	440	14.1	352	13.0	207	
ANIMAL CRACK-UPS SPEC.(S)									
12.00NN	30	ABC	5.5	186	5.6	140	6.1	97	
B.BUNNY & TWEETY SPEC.(S)									
11.30AM	30	ABC	6.8	228	7.2	180	8.4	134	
CARE BEARS MOVIE(S)									
8.00AM	120	ABC	8.2	277	10.1	251	10.9	174	
CBS STORYBREAK									
12.00NN	30	CBS	5.9	200	5.8	145	5.6	89	
FLINTSTONE KIDS SPEC.(S)									
11.00AM	30	ABC	6.9	235	8.5	212	9.3	147	
FOOFUR									
12.00NN	30	NBC	8.0	269	8.6	214	7.1	112	
FRAGGLE ROCK									
10.00AM	30	NBC	12.5	424	13.8	345	11.7	186	
GUMMI BEARS									
8.00AM	30	NBC	5.8	195	6.8	168	5.7	91	
HELLO KITTY									
8.00AM	30	CBS	4.4	147	5.3	133	7.0	111	
I'M TELLING									
12.30PM	30	NBC	5.9	201	6.9	172	4.8	76	
KIDD VIDEO									
12.30PM	30	CBS	5.1	172	4.5	111	4.6	73	
MIGHTY MOUSE									
10.30AM	30	CBS	8.7	295	10.4	258	10.6	168	
MUPPET BABIES I									
8.30AM	30	CBS	8.5	287	9.8	244	10.2	163	
MUPPET BABIES II									
9.00AM	30	CBS	10.5	355	12.3	307	12.2	194	
MUPPET BABIES III									
9.30AM	30	CBS	11.5	388	13.7	342	13.7	219	
MY PET MONSTER SPEC.(S)									
10.00AM	30	ABC	10.3	347	12.2	303	13.5	215	
NEW ARCHIES									
11.30AM	30	NBC	9.7	330	9.5	237	9.3	148	
ONE TO GROW ON-8:28AM									
8.28AM	2	NBC	7.0	238	8.6	214	7.7	122	
ONE TO GROW ON-9:58AM									
9.58AM	2	NBC	12.9	436	14.2	355	12.0	191	

# SPECIAL REPORT: HOUSEHOLDS WITH CHILDREN

## FOR CHILDRENS PROGRAMS

SATURDAY, SEPTEMBER 19, 1987

PROGRAM NAME START TIME	DURA TION	NET	HOUSEHOLDS WITH ANY CHILD:		UNDER 12		UNDER 6	
			UNDER 18 AA% (0,000)		AA% (0,000)		AA% (0,000)	
ONE TO GROW ON-11:28AM								
11.28AM 2		NBC	13.8	468	13.6	338	12.0	191
ONE TO GROW ON-12:28PM								
12.28PM 2		NBC	6.7	226	7.6	190	5.9	94
PEE WEE'S PLAYHOUSE								
10.00AM 30		CBS	12.9	438	15.3	381	15.4	245
POPEYE & SON								
11.00AM 30		CBS	9.4	316	10.4	260	10.3	165
REAL GHOST BUSTERS SPEC. (S)								
10.30AM 30		ABC	10.4	350	12.1	301	12.8	204
SMURFS I								
8.30AM 30		NBC	8.1	274	9.5	236	8.9	141
SMURFS II								
9.00AM 30		NBC	10.3	348	11.3	281	10.9	173
SMURFS III								
9.30AM 30		NBC	11.7	396	12.6	315	11.3	181
TEEN WOLF								
11.30AM 30		CBS	8.8	296	10.3	257	9.6	151

UE: 33810

UE: 24940

UE: 15920

INTAB: 676

INTAB: 507

INTAB: 30

EXPLANATION OF SYMBOLS APPEARING ON THESE PAGES:

IFR - BELOW MINIMUM INTAB STANDARDS  
 << - BELOW MINIMUM RATING STANDARDS  
 LT - BELOW MINIMUM PROJECTION STANDARDS

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